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Dean, Faculty of Information Technology,
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Research journals play a pivotal role in the dissemination of research outcome among the researchers and scholarly community and for the advancement of any discipline or profession.

Keeping in view the significance of scientific knowledge and research in different academic disciplines, SMI University has launched its Journal of Social Sciences and Media Studies. This journal provides a unique platform to the scholars/researchers of SMIU and other institutions for publication of their advanced scientific researches in the areas of social science, media studies, education and development.

Journal of Social Sciences and Media Studies is a peer reviewed bi-annual research journal of the SMI University, Karachi, Pakistan. It is a multidisciplinary journal covering wide range of topics in the following disciplines:

1. Social Sciences
2. Media Studies
3. Education
4. Special Education
5. Technical Education

**Publication Ethics**

Authors are expected to observe high standards of publication ethics. Falsification or fabrication of data, plagiarism including duplicate publication of authors’ own work without proper citation, misappropriation, publishing the work without the consent of original author and publishing other’s work on one’s own name is unacceptable and unethical.

Any case of ethical misconduct will be treated seriously and dealt with in accordance of HEC guidelines.
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Editor’s Note

I am pleased to share with you all that Volume 1 Issue 2 of Journal of Social Sciences and Media Studies (JOSSAMS) has been successfully published from Department of Media and Communication Studies, Faculty of Information Technology, Sindh Madressatul Islam University, Pakistan.

JOSSAMS is a Journal in the area of media and social science and related fields. It is a bi-annual journal which provides opportunity to share research findings from all around the world. JOSSAMS received a good response from researchers and academician to share their research work. All research papers have been finalized after double blind review process.

I feel pleasure to share that very senior researchers and academicians are on the advisory and editorial board of the JOSSAMS from around the globe including Europe, Asia, Africa, North America and Australia.

Research may either be submitted individually or collaboratively that will make a considerable input to the early development and success of the journal.

Finally, I on behalf of Sindh Madressatul Islam University pay my highest praise to all members of International Advisory and Editorial Board for their cooperation and sharing their valuable suggestions which make it possible to successfully publish JOSSAMS.

I also want to thank the managing committee of JOSSAMS for their support and contribution.

Best wishes to the JOSSAMS team for their future endeavors.

Prof. Dr. Syed Asif Ali
Editor JOSSAMS
Sindh Madressatul Islam University,
Karachi, Pakistan
ABOUT JOSSAMS

JOSSAMS is a multidisciplinary journal, which serves as a platform to create link between local and international researches. It also aims at building linkages to form communities of learning practices. Keeping in view the indispensable role of a journal; the Department of Media and Communication Studies of Sindh Madressatul Islam University (SMIU), has decided to launch its research journal entitled Journal of Social Science and Media Studies (JOSSAMS).

AIM AND SCOPE OF THE JOURNAL

Journal of Social Science & Media Studies (JOSSAMS), provides a platform to the researchers and academicians from all over the world to publish their high quality research advancement related to the field of social science, education and media studies. Submitted papers for publication in JOSSAMS, are passed through a strict peer review process to ensure good quality, novelty, and constructive contribution in the field of social science, education and media studies. The unpublished materials which has not been submitted elsewhere, can be published provided that it meets the journal standard.

TOPICS

Journal of Social Science & Media Studies (JOSSAMS) covers the wide range of following topics but not limited to.

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MANAGING COMMITTEE OF THE JOURNAL

The managing committee of Journal of Social Science & Media Studies (JOSSAMS) is comprised of Patron, Chief Editor, Managing Editor, International Advisory Board, Associate Editors and Assistant Editors.
EDITORIAL BOARD

The editorial board of Journal of Social Science & Media Studies (JOSSAMS) consists of researchers and academicians serving in local and international universities/organizations.

REVIEW COMMITTEE

Journal of Social Science & Media Studies, (JOSSAMS) is a double blind peer review journal normally, review committee members will be experts in the field (academia or university) and associate editor is responsible for approaching suitable reviewer for the review process. The expertise provided by the reviewers are extremely acknowledged by SMI University.

AUTHOR GUIDELINES

The authors are responsible to ensure that the submitted material has not been published or submitted somewhere else.

Authors should follow the publication ethics as per set by the journal committee.

Authors of accepted papers are also responsible to submit copyright form stating that journal has authority to share published work with partners or make it open.

PEER REVIEW POLICY

The submitted manuscript will be received by the editor. The quality of submitted work will be checked by the editor at the initial stage. If the quality of paper meets the set standards of the journal, then it will be sent to at least two reviewers for a peer review process and in case if the submitted work could not pass quality check at the initial stage it will be rejected by the editor. Editor will provide final decision on the basis of review results. Authors will be informed about rejection/acceptance of manuscript immediately after review. JOSSAMS has the policy that accepted paper has to be recommended by at least two reviewers.

SUBMISSION PROCESS

The manuscript can be submitted by sending papers directly to email: jossams@smiu.edu.pk. The received paper will be acknowledged by sending an assigned manuscript id and then disseminated to the reviewers for review. The authors can submit manuscript in a simple MS word file. The manuscript will be changed into journal format after the acceptance.

PUBLISHING FREQUENCY

JOSSAMS is a bi-annual journal which will release one volume with two issues in a year.
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A QUALITATIVE STUDY OF TEACHING AND LEARNING OF L2 READING AT HIGH SCHOOL IN PAKISTAN

Zaheer Ahmed Bango1*, Prof. Dr. Zulifqar Ali Shah2, Ashfaque Hussain Soomro3, Ajab Ali Lashari4

Abstract

This article studied teaching of English as a Foreign language (EFL) Reading at the secondary schools in Sindh Pakistan. This study may help the learners to know their reading skills level in English. It may have pedagogical implications to understand the reading capability of the learners. The article studies how learners of English as a foreign language (EFL) perceive reading and explores a change to improve their reading skills. This was a qualitative study. The classrooms were observed for data collection purposes. It was observed that reading was taught passively in secondary classes; least care was taken for the students’ comprehension. The students were not involved in the reading activities in the text book. Students were observed as passive listeners in the classes. In the light of the findings of this study, it is recommended that the teachers may make their teaching students’ centered so that it can encourage learning.

Key words: English Language Teaching, ESL, Reading Skill, Teaching Methods, Grammar Translation Method

Introduction

Reading is an important language skill. Reading is understanding written texts like visual or print texts, environmental or digital texts and texts that appear in the books; So the aim is to engage learners with a written with a view to understanding it (Soomro and Mahesar, 2017). Reading level of the students is enhanced in early grades as it enhances reading at secondary school (Feather, 1993). L2 reading is an active skill that develops understanding of print and written text. The proper approach to reading may accelerate the process of L2 learning by leaps and bounds. Reading is one of the most important skills for academic learning and success Reading is essential for success in acquiring a second language (MURIEL, 1984). After all, reading is the basis of instruction in all aspects of language learning (Milkulecky, 2008). Eskey (2002) considers reading as a major source of comprehensible input in language learning and recognizes it as a skill that is most needed to be employed by the learners at secondary school level. Reading is the key to success in schools and one’s academic career as well. If students cannot read well, they are at a serious disadvantage (Salinger, 2003). Reading ability is vital and therefore it may be taught properly.

Teachers have a dominant role in Pakistani classroom so the students enjoy least autonomy and often remain instruction-dependent; their individual differences in learning second language are not taken into consideration by the teachers. Teachers mostly employ methods of teaching reading skills which are outdated and do not cater the needs of learners. Teachers in rural Sindh do not make use of efficient teaching reading skills which commonly results into low proficiency in EFL learning.

In Pakistani context, it is important to evaluate the English reading skills of secondary schools because English has been taught for a long time in secondary schools but still, a majority of the students cannot read English effectively. They also have a problem in understanding the language while reading a text. One of the major reasons may be the lack of knowledge about the reading skills. That secondary schools do not promote reading as an important reading skill of a language. The English reading materials, which are used in secondary schools are not interesting and teachers do not teach anything out of textbooks. Teachers even do not teach reading skills in classrooms. For that reason, students lose their interest in the reading material, which has a direct effect on their reading ability. For these reasons, it is needed to evaluate the English reading skills of the students of secondary schools. It is a fact that one cannot gain proficiency in reading without enough exposure to the reading material.

1*Corresponding Author, Education & Literacy Department Government of Sindh. Email: zaheer.lec@gmail.com
2Institute of English Language & Literature SALU Khairpur
3Mehran University of Engineering & Technology SZAB Campus Khairpur
4SMI University, Karachi
Gaining proficiency in reading without enough exposure to the reading materials is a challenging task. In our context, most of the secondary school students learn English as a second language from school but fail to gain proficiency over it. So, it is important to do an evaluation of the reading skills especially in secondary schools because it is an important level of education.

Sindh has a great diversity of languages (Rahman, 2010) where people speak several languages like Saraiki, Parkar Keli, Mewari, Memoni, Kutchi, Jandavra, Goaria, Dhatki and Sindhi (Memon, 2014). Sindhi is the most common language among these all languages. Sindhi is a regional language, Urdu as the national language and English as an official language. Therefore, in Sindh province, the Sindhi is the first language (L1) and English is considered as the second language (Memon, 2014). Moreover, the teachers at secondary school levels are unaware of the latest teaching practices and skills that may attract the students and enhance their level of understandings about reading. According to the researcher’s observations, teachers are neither adhered to acquire the skills nor are they trained properly, particularly in government schools.

The situation of English language in Pakistan, especially second language (L2) reading instruction calls for the teachers’ and researchers’ attention. Concerns have been expressed about the unsatisfactory situation of English language teaching, low English language proficiency, and weak English literacy skills of students in Pakistan (Memon and Khand, 2010). There was a room for more research in mother tongue (L1) inference, teacher centered classrooms, too much emphasis over grammar translation method. In this background current research was conducted to report new knowledge and fill in the gap of required fund of knowledge about teaching reading skills pertaining to EFL learning in rural Sindh.

The present essay aims to study the teaching of reading skills which are being employed by the teachers at secondary (Matric) level. In addition, it will also propose methods to teach reading skills.

Research Question

What methods teachers use in teaching reading of English at Matric level schools in Government High Schools?

Significance

This study posits significance to the secondary school level students and teachers. It may provide framework for improving teaching English reading in Sindh. This research may provide a detail of the understanding of reading skills used by teachers of English in secondary classrooms in the Pakistani context. It would also suggest some measures to enhance the reading skills in EFL learning at secondary school level. This study may bring forth the solutions for the teachers facing difficulties in teaching reading skills.

Literature Review

Importance of reading skills

Naiditch (2016) says that reading is something more than surface reading and it gets difficult for both competent and mediocre teachers who find it a challenging task to teach reading to ESL students so that they can enhance their reading skills. According to him, reading is a type of guessing game treasure hunt where teachers reward the students who can resume the original meaning of the text. Reading is considered as an interactive process and meaning is constructed because of the dialogue between text and reader.

According to Suggate (2013) current instructional practices and policies are not addressing the issues of reading at all levels. Teachers apply a range of skills to help learners to understand what they read. Not all experts will work for all students; however, teachers will discover that understanding the process of reading will help them to help their students to uncover the secrets of the printed word. He also argues that reading is needed to improve language development. Certainly, the language is written text is different to that in spoken text, making it conceivable that a precocious reader might learn words that anon reader would not learn.

Dey (2007) carried out a study to recognize the merits and demerits of reading skills of English with an opinion to help the students to advance their reading skills. He reported that English Proficiency of students in Bengali medium was not satisfactory. He further reported that the students hardly read anything besides their textbooks which were also the key reason of poor reading proficiency.
Rahman (2004) at an intermediate level in Bangladesh, examined the problems faced by students while reading an English text, their ability level of reading skills and the teaching reading skills of English. He reported that students in Bangladesh are weak in reading. Their speed of reading is so poor and their level of understanding the meaning of a text was also very poor. The study has tried to identify various problems faced by students in reading.

Reading be an “interactive” process between a reader and a text which leads to automaticity or reading fluency (Eskey, 1988). In this process, the reader interacts dynamically with the text as he/she tries to elicit the meaning and where various kinds of knowledge are being used linguistic or systemic knowledge. Reading is a lifelong skill to be used both at school and throughout life.

According to Anderson (1985), reading is a basic life skill. It is a cornerstone of a child's success in school and, indeed, throughout life. Without the ability to read well, opportunities for personal fulfillment and job success inevitably will be lost. Despite its importance, reading is one of the most challenging areas in the education system. The ever-increasing demand for elevated levels of literacy in our technological society makes this problem, even more, pressing (Snow, 2002).

Teaching Reading skills in Pakistan

We are living in a multi-lingual, multicultural world (Manan, 2015). According to Khand and Memon (2010) the reading ability of the learners was not up to standards in Pakistan hence claimed that there was a need of a great attention to the teachers and the learners’ attitude. They further stated that learners gave a passive response in the classrooms due to the inactive role of learners and obsolete traditional teaching reading methods. The teaching methods are teacher-centered due to which the learners’ participations are insignificant in text based tasks, questions, discussions and learning through reading.

In secondary schools, the teaching is carried out only by lecture method; the whole text is explained to the students. The students are not trained how to develop strategies to read independently (Khan & Pandian, 2011).

Reading is a receptive language skill (Nuttall, 1996) because reading plays a key role in understanding, recognizing interpreting and making general perceptions of written or printed materials more appropriately (Smith, 2012). Reading can be seen an interactive process between a reader and a text which leads to automaticity or reading fluency (Alyousef, 2006); in this process, the reader interacts dynamically.

Research Methodology

Research site, Sample, Instrument

The current study was carried in the Government High Schools of Rohri Tehsil, District Sukkur. Classroom observation was used as the data collection tool in the said schools. Seven classrooms were observed for this purpose.

Classroom observation

Observation is a method extending an analysis for documenting classroom interaction. As classroom observation helps any teacher researcher for professional development along with quality teaching, it is desired that Classroom Observation based research get implemented in technical education, and not should be remain limited to language teaching (Nunan, 1992). Observations are a major source of data collection in qualitative research studies which are mostly combined with interviews and questionnaire (Yin, 2003) The observations along with the other methods allow for a holistic interpretation of the phenomenon being investigated (Merriam ,1998). The schematic class observation Pro-forma was from a study by (Sawada et al. (2002). and divided into two parts. The first part was a collection of the information about the school and of the classroom e.g. ‘Schools’ name’, ‘Teachers’ name’, ‘Name of the class’, ‘Total number of students’, ‘Students present’ ‘Date and time/period’ were written. Whereas, the second part comprised of 30 statements about their own teaching methods, knowledge, and expertise concerning numerous features of teaching reading skills in the classrooms. They were prepared to keep in view to be directly involved and personally observe their teaching methodologies for teaching reading skills, their resources and tools of teaching, their teaching reading skills and in what manner they are effective for classrooms. Besides, these additional paper sheets were used to record the imperative facts about the teachers’ teaching practices during classroom observation.
Sampling plan for classroom observation and sample size

Nunan (1992, p.93) describes ‘observation’ in language research as a method of watching behavior and understanding how the social events of the language classroom are enacted. This instrument was also selected for the following reasons: first, it allows the researcher to ‘look at what is taking place in situ rather than relying on a second-hand account’ (Cohen, Manion and Morrison, 2007, p.396). Second, some people might find it difficult to articulate their knowledge, so the instrument ‘enables the researcher to see some things that students and teachers may not be able to report on themselves’ (Mertler, 2012, p.121). Five classes in 4 targeted government schools have been observed and included in the current study. From four classes, two classes were observed because earlier the researcher conducted questionnaire survey and interview.

Sampling Plan for the Classroom Observation

<table>
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<tr>
<th>S. No</th>
<th>School Name</th>
<th>District</th>
<th>No. of matric classes in school</th>
<th>No. of classes Observed</th>
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<tr>
<td>1</td>
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<td>Sukkur</td>
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<td>2</td>
<td>Government High School Loung Bhatti</td>
<td>Sukkur</td>
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<td>3</td>
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<td>Sukkur</td>
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<td>4</td>
<td>Government High School Ali Wahan</td>
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Procedure for data collection

Classroom observation

Only 7 classes were observed in four targeted high schools for classroom observation in taluka Rohri, District Sukkur as per permission granted by the administration and later permission granted from the concerned English teachers for class observation. After getting their consent, the scholar observed classrooms by sitting at the corner of each classroom of targeted schools. Meanwhile, the observations were made as per designed scheme regarding the teaching methodologies and skills for teaching reading English in the classroom. In addition, some imperative facts associated with the classroom observation and teaching about the reading were also recorded accordingly.

Results and Discussion

The interpretation of the Classroom observation results

The results when categorized into distinct categories the mean score questions appeared significant with highest positive results. Only 1 question (QN 8) appeared as ‘Very High’ above 4 mean score (Table 11) and only 3 (QNs 3, 15 and 24) questions with ‘High’ mean score (Fig. 9). Whereas the major portion consists of ‘Low’ mean score in which total 16 (QNs 1, 2, 4, 5, 6, 7, 10, 11, 13, 14, 19, 21, 22, 26, 28 and 29) questions recorded above 3 mean scores (Fig. 10). Similarly, 9 (QNs 9, 12, 16, 17, 18, 20, 23, 25 and 27) recorded as ‘Very Low’ above 2 mean scores (Fig. 11).

The overall mean scores during classroom observations are below par as Only 1 question appeared with ‘Very High’ and only 3 questions with ‘High’ Mean scores, while 16 questions with ‘Low’ and 9 questions with ‘Very Low’ Mean scores that showing a clear difference as compared to survey and interview results from teachers and students. Consequently, the overall situation of the classroom observation demands huge efforts to improve students reading skills.
**Very High Mean Score of the Classroom Observation**

<table>
<thead>
<tr>
<th>Q.No.</th>
<th>Questions</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>The teacher usually reads lesson then describes the content to the students.</td>
<td>4.80±0.55</td>
</tr>
</tbody>
</table>

**‘High’ Mean Score of the Classroom Observation.**

**‘Low’ Mean Score of the Classroom Observation.**
Very Low’ Mean Score of the Classroom Observation

Analyses of Classroom Observation

At the time of the classroom observation, it was observed in all targeted schools that all the classes were lecture-oriented. The teachers taught the reading without taking consideration of student’s level of understanding. In addition, the activities related to the books were not well performed according to the text. The coordination between students and teachers was hardly seen during the classroom activities. Students were observed as passive listeners. They were not playing any key role while reading in the classroom. It was noticed that in almost all classes teachers were the only speaker who dominated the classrooms while teaching reading. It was also observed that they were not apprehensive about to make sure that students are getting something while the reading. The teachers also appeared impassive in taking feedback from the students about reading the texts. Moreover, there was hardly any major point of student’s feedback observed during the classes.

One common feature observed throughout the classroom observations that all teachers got used to using the same obsolete Grammar-Translation method that has long been prevalent in our educational system. Even the teachers showed carelessness in holding the consideration of the classroom. Excluding few learners at the forefront, all the students were negligent in the classroom and appeared to be not interested to pay attention to the class teachers. Contrariwise, few students sitting in the last benches rather preferred nattering during the classes and the teachers were not aware of that at all. Moreover, few students were found reading the text books of other subjects during English classes.

Findings

The studied area needs some special consideration, the results obtained some measures for reading instructions in the classes. Some modifications to modern methods of teaching in EFL and training of the teachers are required to make the certain involvement of students while reading.

In the current study, it was observed that teachers used outdated methods for teaching reading in L2 in Government schools at (Matric) level. All the classes were teacher-centered classes where teachers were the only speakers. Most teachers used grammar translation methods (GTM) for teaching reading where teachers were reading and the students were only the passive listeners. Moreover, the direct participation of the students was completely ignored. The activities and instruction
A Qualitative Study of Teaching and Learning of L2 Reading at High School in Pakistan

plan as specified in the textbooks were not followed in the classrooms by the teachers. As reading is the construction of meaning (Pang, et al. 2003) so the students in the said schools are not making sense of text.

Regarding the reading skills that attracted the students’ interest in reading a lesson, it was observed that they were more interested in reading story books, sports related lessons and the lessons that were linked to their daily life. It was noticed that due to outdated teaching reading material students were feeling bored and they believed that other type of reading material should be incorporated to make their classes full of interest for learning.

Regarding the difficulties faced by teachers in teaching reading comprehension, it was observed that the level of the students in reading skills was not good due to which teachers were facing problems of transferring the knowledge to the students in a due time. The level of understanding of the students was also not as per the required text due to their poor academic background. Due to these reasons, teachers translated the reading material in Sindhi, Urdu and sometimes other regional languages for a better understanding of students. This code switching and code mixing normally seemed in all classes of the targeted schools.

It is recommended that EFL teachers may adopt techniques such as cloze reading activities, group activities, role play activates, group discussions, and use of internet etc. to make their teaching reading in their classes more interesting and effective. Furthermore, students should be provided with a variety of reading material such as magazines, newspapers, novels, story books, articles etc. as they develop their interest in reading activities.

Ethical Consideration

Ethical Consideration is an important part of the research (Bryman, 2015). Before collecting data for the current study, a letter of consent was given to each participant to obtain their informed consent. To safeguard the anonymity and confidentiality of the participants, their personal information and identities are kept confidential and protected.

Conclusion

This study focused the teaching of English reading in Sindh, Pakistan and found the weaknesses in teaching reading skills which may render students poor at L2 reading. Moreover, the major difficulties faced by the teachers during teaching reading English were a poor understanding level of students and irregularity of students. It was also observed that the teachers were not well trained for teaching English as EFL. During the observations, it was noticed that the students were very slow at comprehending English reading texts. Simultaneously, the study showed that the teachers and their teaching approaches were the main causes for student’s poor knowledge in reading as well. The research question investigated during the study was; what methods teachers use in teaching reading of English at Matric level schools in Government High Schools? So it was observed that only Grammar Translation Method (GTM) was followed during the teaching of reading English at secondary school level in the current study. In the current study, the activities that were found more attractive to students during reading English textbook were least observed.

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FOREIGN ELECTRONIC MEDIA AS A SOURCE OF CULTURAL DIFFUSION: A THEMATIC STUDY OF ITS IMPACTS ON CULTURE OF SINDH, PAKISTAN

Muhammad Kamil Lakho*, Quratulain Farhan Mangrio6, Hadia Khalil7, Dr.Ambreen Fazal8

Abstract

The set of norms, values, beliefs, rituals, customs and treasure of knowledge that shapes the personalities and way of behaving of the members of the society is called culture. Culture is the mirror of the traditions of a society. Media, especially the electronic Media on the other end are the entity which plays a very vital role in impacting and changing the nation’s culture throughout times. With the passage of the time the influence of the Media is increasing over the cultures. This study aims to determine the role of foreign electronic media in bringing cultural diffusion and influences over the culture of Sindh, Pakistan. This is a qualitative study wherein thematic method has been adopted. A semi-structured questionnaire was prepared for the data collection and ten in-depth interviews (IDIs were conducted. The study identified various impacts of foreign electronic media on Pakistani culture especially in the province of Sindh. It observed that electronic media has great influence on the routine life of the people of Pakistan, who have been continuously impressed by the glamour of this kind of media. It was identified that in Pakistani Society cultural diffusion occurs due to the easy availability of foreign T.V channels thorough different sources such as cable T.V, Social networking and many other websites. This consequently has brought enormous changes in the lifestyles and thinking patterns of the common citizens.

Key words: Culture, Cultural diffusion, Media, Electronic Media, Foreign Electronic Media

Introduction

The social nature of human being compels him/her to interact with his fellow members of the society and such communication in the result creates understanding and co-ordination, eventually a basic set up evolves that is called society. For the growing process of evolution of culture there are numerous factors which creates impacts on society and its’ culture. Media is recognized as one of these influential factors. In affecting the Pakistani culture, the media in the electronic form has been proved and playing a significant role. It is has left impacts almost all the aspects of the social life and has facilitated to bring about the social change. The people of Pakistan living both in urban and rural areas has been overshadowed by the different websites (especially social networking), FM Radio channels and Television programs. Currently, owing to the satellite channels and due to other mediums the influence on the country’s culture has constantly risen. Besides to this the access to these channels has become easier and we frequently remain in touch with the foreign media at our homes and at the places of work. Khan (2010) realizes the impact of the electronic media and also relates this influence of media with the development of technology because before this we were only relying on telegraph, radio, newspapers, magazines and television.

We are living in society which is established on communication and information and in order to do our daily activities and to keep moving in the right direction we totally rely on this technology. Our decisions, beliefs and values forming the core of the culture are depending upon what we know about the fact, our presumptions and our experiences. Shaikh (2007) reporting to a survey which was conducted in 1996 for the Daily Dawn’s Tuesday Review among the satellite television viewers, results of this survey revealed that impact of the Zee TV and Star TV was growing strong due to their news and entertainment programs.

Electronic Media

The medium of communication based on electromechanical and electronic means of production and usually differ from the print version of media are known as the Electronic Media. Television, Video, Radio, Stream Internet Content,
Satellite and Sound recordings are the fundamental electronic media sources and the same are very well known to the general public across the world.

**Foreign Electronic Media**

The channels which are accessible through cable TV system, satellite, internet and through other modern ways of communication and same may be transmitted from outside the native country are recognized as the foreign electronic Media. Most popular foreign channels watched in Pakistan are English, Indian, Turkish, Japanese and Chinese. Star Gold, BBC World, Cartoon Network live, Zee TV, Star Plus, CNN, Discovery channel etc. are included in the categories of the foreign electronic media in Pakistan. The life of the people of Pakistan is being influenced by these mediums irrespective of the fact they are living in the rural or urban areas.

This sort of the influence of electronic media of other countries almost covers every aspect of social life with great impact over the culture. Pakistani electronic media especially the regional TV channels support the content of these foreign channels. Such content transmitted by the Pakistani channels in Urdu during the prime times. For instances, Turkish Dramas, English Dramas and Movies are translated into local and in national languages and this act increase the understanding of the content and finally influence the behavior and actions of the people.

**Electronic Media in Pakistan**

In Pakistan the electronic version of Media originated as private sector by an agreement with Nippon Electric Company (NEC) of Japan in 1961. Consequently, first official television station on 26th November, 1964 started its transmission from Lahore. Afterward, Karachi, Peshawar and Quetta were selected to start further transmission. Gradually, this trend spread in Pakistan. According to International Media Support Report (July 2009) in 2002, under the Musharraf government licenses to the electronic channels including cable and satellite channels were issued. This in result proved real growth of electronic media in Pakistan. New media laws of liberal nature were brought into effect and resultantly, these laws broke the state’s monopoly on the electronic media. Private outlets through an easy procedure were issued FM radio and TV broadcasting licenses. Ali et al. (2013) presently, 2346 cable operators, 77 satellite TV channels, 46 radio channels, 28 foreign TV channels like BBC, CNN, Sky and more than 129 FM channels are working in Pakistan.

**Sindh and Electronic Media**

In Sindh first electronic channel is Karachi Television Center. To improve the transmission of Karachi center, other rebroadcasting stations started in Tando Allhyar, Thana Bola Khan, Shekarpur and Noorpur. Whereas, eruption of satellite and cable television network in Sindh occurred in 2002. It is considered that the major Sindh regional electronic media channels were also established in the eve of this progress. Currently various electronic TV channels in Sindhi language are working such as Awaz TV, Sindh TV and KTNN etc.

**Culture and Cultural Diffusion**

Damen (1987) considers culture as shared and learned ways and model for daily life. Such patterns display all the aspects of human social interaction. Further, culture is primary adaptive mechanism of mankind. Hofstede (1984) also considers culture as the collective programming of the mind and the same distinguish the members of one category of people form another.

The dissemination of cultural traits both material and non-material from one culture to another is known as cultural diffusion. George Murdock and various other thinkers considers that every society acquires about 90% of culture from other societies. The famous anthropologists and social scientists, for example, Krocher consider the cultural diffusion as an important source of cultural and social change.

**PKISTANI CULTURE**

Various ethnic groups such as Sindhis, Punjabis, Pashtuns, Balochis, Kashmiries, Baltistanis, Wakhi and Dardic communities constitutes Pakistani society. Further, Pakistani society is sub-culturally divided into four major cultures such as Sindhi, Punjabi, Balochi and Pushtn. Besides to this the culture of people who migrated from India at the time of division of sub-content is also part of the culture of Pakistan. These sub-cultures possess their distinct and prominent life styles, custom, traditions, own way of living, ceremonies, rituals and values etc. Malik (2006) is of view that with regard to the culture, history and location, Pakistan is a place where various pluralistic traditions meet. The people of Pakistan are considered as the descents of Indo-European communities and the same people either lived in the Indus locales since time immemorial or they entered as intruders in this area.
Allana (2010) the federation consists of four main provinces namely Sindh, Punjab, NWFP and Baluchistan is called Pakistan. All of these four federal units and their regions and sub-regions have their particular and distinct culture.

**Sindh and its Culture**

The official web portal of Government of Sindh “from the times of immemorial Sindh has remained as the seat of human progress and meeting purpose of heterogeneous cultures and depository of diverse cultural values. With the inflow of Muslims from India in August 14, 1947 its culture has reasonably assumed new features. The people of Sindh developed their own absolute artistic customs due to its distinct geographical location. The sports, games, music, craft and art of the people of Sindh is present in the actual essence.

Sindh is prosperous and admirable due to its textile design, hand print making, embroidery, needlework, straw products, leather, lacquer-work and pottery. Allana (2010) Sindh is an area of differentiated cultural effects. As these impacts entered in the Sindh, they were absorbed into rich tradition, which can be characterized as Sindhi culture. Eventually, individuals and culture of Sindh can be thought of as unique presence in which practically every aspect evades basic definition. Agro (2011) Sindhi culture is the creation of Sindhi civilization and this is considered as thousands years old. This civilization is because of the river Indus.

**Problem Statement**

Culture is dynamic in its nature and being influenced by the number of things including media both in print and electronic forms. The electronic media is a great source of social change and cultural diffusion. The easy availability of the electronic media in the form of regional and foreign channels has proved emerging source of cultural diffusion. This type of diffusion is occurring in the life styles, customs, norms and values of the culture as well as in the material aspect of the culture.

The access and viewership of these foreign electronic channels due to the satellite and cable TV system has been extended to the far-flung areas of Pakistan including the length and breadth of Sindh. Consequently, the culture of Sindh receiving new traits of different cultures of the world. This scenario is causing diffusion of multiple foreign traits and complexes in the Sindhi culture. This study is mostly oriented to search the answers to some questions related to the impact of foreign electronic media on the customs, traditions, life styles, values etc. of Sindhi culture.

**Scope of the Study**

The study will be helpful to the academicians, students of the Media and Cultural studies. This will also contribute enough literature to the Cultural and Media studies disciplines. In consequences, it will create general awareness among the masses of Pakistan especially the people of province of Sindh that, how their culture is changing owing to the increasing trends of the electronic media both in the urban and rural areas.

Their old and traditional customs, norms, rules, rituals and cherishing values are vanishing and new foreign traits are taking their places. This piece of research work will also assist to the policy makers to evaluate system through which the foreign content of the electronic media may be controlled. The study also will be proved to create the importance of the local media which in result will promote the indigenous culture. Finally, keeping in view the above mentioned resolve of the researchers it could be hoped that this paper will contribute enough for resolving the issue of the diffusion and the interpenetration of the cultural traits of the other cultures of the world through electronic media.

**Research Questions**

- How foreign electronic media is influencing the customs, rituals and languages of Pakistani culture in Sindh?
- What are the major impacts of foreign electronic media on the life styles, dressing and fashions of Pakistani culture in Sindh?
- In what manner the norms, rules and values of Pakistani culture in Sindh are affected through the easy availability of the foreign electronic media?

**Literature Review**

Pervaiz (2004) analyzed that the behavior of the graduates was affected and they were in position to adopt the western customs due to the exposure of Indian movies on VCR. Shaikh (2007) cable television is the greatest source of foreign electronic channels. These TV channels have become popular among the masses because the cable has played a significant role. Due to this process local language channels like Sindhi as well as Urdu channels attracted a large native
audience. Chakravarty (2007) discussing the influence of TV observed that TV in the electronic form is a strong platform in illuminating the political fabric of a nation and form public opinion.

While describing the role of electronic media in the popularity of a political leader it was observed that there are more chances of the success of the leader whose speeches and policies goes round the electronic media. This resultantly, changes the voting behavior and increasing the participation of people in the social process. Besides to this, advanced countries of the world have utilized electronic media as the major instrument to resolve various social problems and achieved changes in the long run. Rana and Iqbal (2008) observed that numerous reasons are related to economy, history and sociology of the Pakistani nation that are promoting and giving rise to television as the best leisure activity for the citizens.

The situation of law and order in the country has restricted people to homes and made the citizen more dependent to television programs. Another reason for the popularity of this medium is the scarcity of the outdoor recreational places such as parks etc. While realizing the importance of the TV for our nation the researcher identified that it is acting like a source of catharsis, companion and leader. Hassan and Daniyal (2013) has identified that television shows and animated films has great affect over the children. The physical leisure activities of the children to the great extent have been decreased due to Cartoon watching. Further, language, eating and the way of dressing as a behavior and attitudes of the children has been affected due to this sort of networking.

Datoo (2010) inferred that subtle streaming and blending of the worldwide component in our media with our way of life and society is realizing both, the feeling of nervousness and the inner conflict of personality bringing about the radical changes occurring in the old cultural traditions. Rajani and Chandio (2004) recognized that people are affecting individually as well as collectively in our society because internet is an effective medium. few People trust we lose all connection with reality holding their virtual relations near their heart because internet causes depression, loneliness and isolation among them. Khan (2010) described that within a limited period electronic media in Pakistan has achieved remarkable growth.

The origin of public opinion on national issues has been both positively and negatively influenced by the electronic media. It is likewise a reality that electronic media is awesome promoter of change, yet the course of this change relies on the reported information. Paul et al. (2013) observed most contrasting influence of the media and this is the modification of life style and patterns of behavior. Such process is directly causing a shift in the public life. The information obtained from the media is influencing the social and cultural existence of a general public both in image of attitude and behavior. Datoo (2009) states that, sense of disjuncture has been produced among the students due to their interaction with the worldwide media especially through the Bollywood and Hollywood, accordingly, values, attitudes, lifestyles have been affected. Anjum (2012) the films and international information amongst the youngsters are the most popular kind of programs on the cable TV in Pakistan.

**Research Methodology**

Study is Qualitative approach in nature. Hancock (2002) the study based on the feelings, experiences, and assumptions of individuals, bring forth subjective and explains social experiences in natural essence is called Qualitative.

**Method**

In order to analysis the human experiences in detail and to understand the process of the cultural diffusion through foreign electronic media ‘Thematic method’ of qualitative research has been adopted. Thomas and Harden (2008) thematic analysis is a method that is often used to analyze data in primary qualitative research.

**Data Collection**

Data were collected with help of in-depth interviews (IDIs) of the key informants through Semi-structured questionnaire. Ten Key Informants were contacted telephonically and researchers also visited the offices of few participants for interviews. The prominent media persons with vast experience in the field of the media were selected as respondents. Karachi, Mirpurkhas, Larkana, Naushehro Feroze and Ghotiki districts were selected for data collection. Two respondents from each district (five districts) n= 2*5=10 were covered. Therefore, 19.23% districts of Sindh were covered.

The purpose of the study was clearly told to the participants, their privacy and personal information will be treated as anonymous was assured. Their response was recorded with prior consent. The appropriate probes and prompts were used to get the concerned information. The average length of the interviews was 15-20 minutes.
Data Treatment

The data of this study were transcribed and it was verbatim. Whereas, same was treated in the manner mentioned below.

I  
Ideas were noted in the initial phase, reading of the data were made along with re-reading.
II  
The interesting features of the data were coded.
III  
Searching of themes were made.
IV  
Searches themes were reviewed.
V  
Meaning was given to the themes.
VI  
Report was produced.

Sampling Method

Purposive sampling technique was used. Only those individual were selected who were the active journalists and media man.

Setting

Before conducting the interviews, the respondents were identified and contacted through different sources. A formal interview of these participants was set-up after fixing meeting time both by visiting to their specified location and telephonically. Semi-structured questionnaire prepared as an instrument of data collection. Interviews were recorded for ready reference with the consent of the respondents.

Data Analysis

Data were tapped and recorded. It was transcribed and verbatim. Important segments of the data were separated and modified as themes and clusters.

Validity and Reliability

The original raw data were compared to the extracted themes, clusters and significant description in the shape of meaning was created. Finally, the results were taken back and also emailed to the respondents to confirm their true account.

Limitations of the study

Study is qualitative in nature hence; the sample size is small. The respondents already having background and knowledge on the subject are the part of study. Due to limited financial, human and time resources the data were collected only from five districts and this is 19.23% districts of Sindh.

Findings

The current thematic study revealed interesting findings and answered the research questions elaborately. The findings have been taken from the respondents’ interviews and matched with themes. Below given are the themes which have been taken from the participants account. This situation of cultural diffusion by the foreign electronic media has different views and its percentage changes from participant to participant.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of Participants</th>
<th>Profession</th>
<th>Tool of Data Collection</th>
<th>Working Place</th>
<th>Medium of Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 Male</td>
<td>02</td>
<td>Media Persons</td>
<td>Semi-structured questionnaire</td>
<td>Karachi</td>
<td>Face to Face</td>
</tr>
<tr>
<td>01 Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02 Male</td>
<td>02</td>
<td>Media Persons</td>
<td>Semi-structured questionnaire</td>
<td>Mirpurkhas</td>
<td>Telephonic</td>
</tr>
</tbody>
</table>

Table 1. Participants’ Demographics
Numerous descriptions of the participants and their implied and clear experiences showed that the people of Pakistan, especially the people of Sindh province, are practicing and adopting the traits of the other cultures and the great factor behind this incorporation is the foreign electronic media, which, of course, is a common trend all over the world. Rana and Iqbal (2008) also in the study “Cultural Transformation through Satellite Cable TV in Pakistan” have identified impacts of the electronic media over the life styles of the people of Pakistan.

“This is an important question….my observation of this phenomenon is electronic media has great impact over the life styles and other activities of daily life but due to the increasing cable and satellite channels and easy availability of foreign outlets Pakistani culture has absorbed enough trends of other cultures’ (Interview: Participant 2).

**Table 2. Foreign electronic media’s influence on the life styles (n=10)**

<table>
<thead>
<tr>
<th>Life Styles</th>
<th>Number of the participants cited this influence</th>
<th>% Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dressing</td>
<td>08</td>
<td>80</td>
</tr>
<tr>
<td>Other Fashions</td>
<td>09</td>
<td>90</td>
</tr>
</tbody>
</table>

The response of the majority of the participants revealed that life styles in general and dressing styles in particular in Pakistan have been influenced by the foreign electronic media’s viewership.

Oh! very pertinent, my experience is this, the original Pakistani culture is slowly diluting by the foreign electronic media because it is greatly influencing the behavior of the target audiences. Indian media’s popular characters like ‘Kumkum Sarhi’ etc has influenced the dressing code. Besides to this English and Turkish mediums also have great influence on the dressing behavior of the Pakistani people. (Interview: Participant 7)

Interesting! look at the hair styles like ‘Spikes’ and beard styles like ‘Vane Dyke beard’ usually called here the ‘French beard’ and other such styles are after the Indian film heroes all are the results of electronic media both in rural and urban areas of Pakistan. (Interview: Participant 4)

**Table 3. Foreign electronic media’s influence on the behavior of the children (n=10)**

<table>
<thead>
<tr>
<th>Influence on children</th>
<th>Number of the participants cited this influence</th>
<th>% Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian Channels</td>
<td>09</td>
<td>90</td>
</tr>
<tr>
<td>Western Channels</td>
<td>07</td>
<td>70</td>
</tr>
</tbody>
</table>

Participants account under this theme was greatly agreed and they were of the view that children programs in Pakistani electronic media are shown in less proportion.

Very well! in our culture the latest heroes of our children are ‘Chhota Bheem’ and ‘Ben10’ and this is the impact of Indian and Western cartoon programs. The role models for our little girls in this perspective are the ‘Power Puff Girls’ and ‘Dora’. Whereas, the character of ‘Mr. Bean’ is another popular figure in our culture. (Interview: Participant 1)

One of the participants also depicted this phenomenon in a positive way as children through these cartooning learns speaking English language and their pronunciation is also improved under this process.
Participant’s discussion and support on this theme was low they consider these things as the medium of social media and they are related with political and information purposes. These entities have less influence on the culture.

Table 5. Foreign electronic media’s influence on the language (n=10)

<table>
<thead>
<tr>
<th>Influence on language</th>
<th>Number of the participants cited this influence</th>
<th>% Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindi words</td>
<td>07</td>
<td>70</td>
</tr>
<tr>
<td>Hindi names</td>
<td>07</td>
<td>70</td>
</tr>
<tr>
<td>English words</td>
<td>08</td>
<td>80</td>
</tr>
</tbody>
</table>

The respondents in this regard believe that Hindi words through the electronic media have been diffused in the Pakistani languages especially Sindhi language and these are related with names etc. and English words have occupied their place in the all spheres.

‘Jejaji, Suvagat, Pariwar, Punar janum, Asan bhasha are the common words uses in the Sindh during the daily discourse. Akash, Sapna, Soraj and Poorab are the famous names which are taken from the Indian dramas and movies. The usage of these words is more common in the rural areas of Sindh as compared to the urban areas’. (Interview: Participant 3 & 5)

‘This influence of the Indian film industry and dramas is due to this fact that programs are telecasted in Urdu and Hindi and these both languages are easily understandable in Sindh even in rural areas. (Interview: Participant 6 & 10).

Table 6. Foreign electronic media’s influence on customs (n=10)

<table>
<thead>
<tr>
<th>Influence on Customs</th>
<th>Number of the participants cited this influence</th>
<th>% Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriage rituals</td>
<td>08</td>
<td>80</td>
</tr>
<tr>
<td>General impacts</td>
<td>07</td>
<td>70</td>
</tr>
</tbody>
</table>

The narrative of the participants reveals that traditions like marriages ceremonies also both in rural and urban areas of Sindh are under the influence of foreign electronic media. People whatever watch completely put it into practice.

‘People in the rural areas of Sindh used to play very famous Sindhi songs like ‘Ho jamalo’ and ‘Adio munhjo chhalaro pani mein’ but today it is due to the availability of foreign electronic media through ‘Dish Antenna’ (popularly called in rural Sindh as ‘Kharo’) ‘Shiela ki Jawani and Balma’ is being played in the marriage ceremonies and we use to dance over it. (Interview: Participant 8 & 9)

In addition to these above mentioned facts it was also found that among the masses in Pakistan Turkish dramas are also famous. Such Turkish content is different from the religious and moral values of Pakistani culture. Popular dramas ‘Mera Sultan and Ishq e Mamnoo’ have great viewership in Pakistan and especially in Sindh, still many people consider it as the impact of foreign media over the values of Pakistan.
Discussion and Conclusion

Findings reveal that Pakistani culture is greatly diffused and the behavior of the target audience is influenced by the foreign electronic media. Foreign electronic media has enough impact on language, dress and character of the people of Pakistan.

Turkish dramas are watched because of their liberal character and culture, places and people of other country. Women like this Turkish content because it portrays women, as a sign of respect in Turkish society. Due to the more liberal culture of these Turkish dramas also disliked in Pakistan and people express unhappiness about certain scenes presented from time to time. It is suggested that the content of these dramas be censored before telecast.

The impact of this foreign electronic media over the children of the Pakistan as per this study is they learn English words by watching the western cartoons. This has proved beneficial in improving pronunciation and vocabulary of English. Additionally, internet also proved as a source of watching foreign media.

Research identified that in daily vocal communication people of Sindh use Hindhi words. Urdu and Hindi languages are almost same therefore, Indian movies being watched both in urban as well as rural areas and have influence over the culture. Now people in the rural areas in their marriage ceremonies dance over the Indian or English songs instead of old and traditional Sindh music. The findings of the study also exposed that in Sindh foreign electronic media through cable and satellite channels has great influence over the behavior and life styles of the individuals. The language, dressing, rituals and old customs of the rural and urban areas of the Sindh has been affected by this impact of foreign electronic media.

Therefore, the study concludes that in Pakistan foreign electronic media has created cultural diffusion. Mostly, the impacts of this media are obvious over the attitudes, behavior, fashion, custom and language of the masses. This whole scenario is because world keeps on shrinking into a global village and bringing all the citizens of this universe closer to each other.

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Foreign Electronic Media as A Source of Cultural Diffusion: A Thematic Study of ITS Impacts on Culture of Sindh, Pakistan


SOCIO-CULTURAL EFFECTS OF URDU DRAMAS ON YOUNG PAKISTANI WOMEN IN KARACHI CITY

Aamir Abbas*, Mazhar Abbas†, Subhash Guriro‡

Abstract

Social and cultural effects of Urdu dramas on young females can be seen as positive as well as negative in Pakistan. An Urdu drama is the best form of entertainment on television channels that produces different sentiments and feelings in one play and promote new life styles. The aim of the study was to find out how female is socially affected by Urdu dramas and how Urdu dramas promoted behavioral change among young females. Study has also analyzed how female adopted different fashions through Urdu dramas and changed their life style. In order to analyze the socio-cultural effects of Urdu drama on young females we selected 200 respondents through convenient sampling technique from DHA area in Karachi city. The data were analyzed through SPSS version 2017. Results show that Urdu dramas has brought about significant changes in life styles of young females at Karachi. It has been observed that females are spending more times in watching Urdu drams than other activities in house. They have adopted new fashion, food habits, jewelry, fashion brands and status in society.

Keywords: Socio Cultural Effects, Urdu drama, Television, Karachi

Introduction

Television is now playing an important role in our lives. In 1964, the television transmission was started in Pakistan through which people of Pakistan came to know about the cultures and traditions of different areas and ethnicities. In the beginning, its transmission and access was limited to the public in Pakistan. But gradually it took a revolutionary change in the lives of Pakistani people and now almost 99% people of the Pakistan has access to the television (Hijazi, & Naqqash, 2003). Television is not only a convenient source of entertainment but it also keeps us informed about the events. Similarly, the drama is also a great source of entertainment for television.

The word ‘Drama’ is derived from the Greek word and its meaning is “action”, and it plays a significant role in the world of amusement (Zaidi, 2013). Drama is an vital form of behavior in different cultures. Drama is a kind of an imaginary illustration of a character by playing effective role, effective dialogue and performance. It is a unique tool to express and explore the human feelings. Urdu drama has been played on stage in front of an audience, but now it moved to television, radio and theater, as well as through the media channels of innovation and entertainment areas. Today, people can easily find such a drama on the TV shows, movies, Broadway shows and more (Zaidi, 2013). Television has become an essential part of our daily lives and it has brought a revolutionary change in our cultures norms and traditions especially its impact on female is widely spread (Iram and Sadaf, 2012). There is a limited work has been done on the socio cultural effects of Urdu dramas on young females in Pakistan. In this scenario, there is a need of conducting a scientific study in order to understand that up to what extent the female youth watches Urdu dramas and accept social and cultural changes.

Or does exposure of Urdu dramas lead to the adoption of new fashion and culture? This study intended to explore the socio cultural effects of Urdu dramas on females in DHA Karachi, a city with strong cultural background which has now turned into a hub of different cultures in Pakistan. The main objective of the study was to explore how Urdu dramas promoted cultural change among females. Since it is the ever first study on this issue in DHA Karachi.

Literature Review

Mass media is the unique and effective tool of communication, information and source of entertainment. Media has reduced the distances among the people of different cultures, norms and traditions and that’s why the world has become a global village. It plays a vital role in the life of a common man of different cultural and social ethnicities to know about each other. Media is bringing an effective change in the value, norms and culture of the people and that’s why no one can refute from the prominence of media mainly television (Baran, 2004).

*Department of Media and Communication Studies, SMI University, Karachi
†Department of Media and Communication Studies, SMI University, Karachi
‡Department of Business Administration, SMI University, Karachi. Email: subhash@smiu.edu.pk
Media is bringing an effective change in the value, norms and culture of the people and that’s why no one can deny from the importance of media particularly television (Baran, 2004). And no one can deny from the importance of television from our lives. (Kaleem, 2016) indentified that the television can play a vital role in promoting culture but similarly it can also be a violating tool as well for the culture. According to the findings of (Sohail, 2016) that dramas are a great source of entertainment for the all ages. These dramas have both positive and negative impacts on our minds as well as on our culture. It has also been identified that extramarital and second marriages cases have been increased which is also the negative effects of these urdu dramas. The cases of divorce ultimately have been increased because most of the urdu dramas theme is based on illegal activities and the culture of second marriages in our society.

Urdu dramas play a role significant in changing the lives of the people because people through watching dramas come to know about the norms and cultures of the different areas. Through dramas new fashion trends are introduced and people notice and adopt these modern introduced fashions in their daily routine life. According to the finding of (Zia, 2007) the dramas which are being telecasted on cable television has a great impact on the viewer’s life style. It is also investigated that foreign media also is also bringing a change in the daily routine life of the people (Arif, 2006). New fashion trends, rituals, traditions and dresses are being promoted by these dramas through different cable channels.

According to the finding of the (Taylor & Altman, 1973) that excessive watching of television by people and involving themselves in the presented characters on television, these individual will be highly influenced by these fictional characters and they try to live in the life of the dreams presented on television through television. Another study reveals that watching of television also had a bad impact on the reading and some sort of other daily routine of life (Belson. W, 1961). Through watching these dramas women get high influence of dressing through the characters of the dramas and try to adopt these new fashion trends in their daily routine life (Butt. S.S, 2005).

It is also investigated that mostly women like to purchase those items which are being worn by the characters of the dramas (Ruwandeepa, 2011). Indian t v dramas are also being watching across the Pakistan and they are promoting their own cultures and rituals which has a contradictory effects on the culture of Pakistan (Brohi, 2010). In Pakistan our drama industry has a great cultural impact on the minds of the viewers. Our Urdu dramas channels are highly influenced by western culture and they are promoting this western culture among the Pakistani people which can influence Pakistani culture (Malik, H. 2017).

According to the findings of (Kim & Lee, 2008) modern dressing styles, adopting fashion, and self-consciousness put a great influence on brand attitude, brand recall and buying intension of the product placed on TV drama. It is also identified that television has badly affected the daily routine life especially studying habits and the household work routine of the females (Zia, 2009). Verbal violence against the women which is shown in Pakistani Urdu dramas has a great impact on the rural and urban female of the Pakistan (Roshan et al, 2013). The findings of the studies finally identified that attitude, behavioral levels and knowledge of both rural and urban females are being highly influenced by Drama.

Research Methodology

This study was designed to determine socio cultural effects of Urdu drama on female population in Pakistan. Karachi is a most populous city of Sindh province in Pakistan. Convenient sampling technique was used for data gathering and well-structured questionnaire was used for the data collection. SPSS version 2017 was used for data analysis. After data analysis, it is presented in the shape of appropriate charts and graph.

Results and Discussion

Socio-economic and demographic information of the respondents:

The results are shown in the form of tables gathered for different variables and statistical analysis as per the study objectives The initial tables have provided the information on demographic characteristics of population.

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20</td>
<td>56</td>
<td>28.0</td>
</tr>
<tr>
<td>21-25</td>
<td>69</td>
<td>34.5</td>
</tr>
<tr>
<td>26-30</td>
<td>53</td>
<td>26.5</td>
</tr>
</tbody>
</table>
Above table showed that about 34.5%, 28.0%, 26.5%, 8.0%, 2.5% & 0.5% of the respondents belong to the age group of 21-25, 16-20, 26-30, 31-35, 36-40 & 41 years and above respectively.

Table 2: Frequency distribution of the respondents regarding qualification

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>Literate</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Primary</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Middle</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Matric</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td>Intermediate</td>
<td>46</td>
<td>23.0</td>
</tr>
<tr>
<td>Graduation</td>
<td>72</td>
<td>36.0</td>
</tr>
<tr>
<td>Post-graduation</td>
<td>43</td>
<td>21.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that thirty-six (36.0%) of the respondents were level of graduation, twenty-three (23.0%) of the respondents were level of intermediate, more than twenty-one (21.5%) of the respondents were level of post-graduation, more than twelve (12.5%) of the respondents were level of matric, more than three (3.5%) of the respondents were level of middle, two (2.0%) of the respondents were level of primary. While one (1.0%) of the respondents was level of literate and less than one (0.6%) of the respondents were illiterate. Data shows that (36.0%) of the respondents were level of graduation.

Table 3: Frequency distribution of the respondents regarding profession

<table>
<thead>
<tr>
<th>Profession</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housewife</td>
<td>50</td>
<td>25.0</td>
</tr>
<tr>
<td>Private job</td>
<td>59</td>
<td>29.5</td>
</tr>
<tr>
<td>Govt. job</td>
<td>32</td>
<td>16.0</td>
</tr>
<tr>
<td>Labour</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Homemade</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Any other ……..(Students)</td>
<td>48</td>
<td>24.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that more than twenty-nine (29.5%) of the respondents had their profession of private job, twenty-five (25.0%) of the respondents had their profession of housewife, twenty-four (24.0%) of the respondents had their profession of students, sixteen (16.0%) of the respondents had their profession of Govt. job, three (3.0%) of the respondents had their profession of...
profession of homemade and more than two (2.5%) of the respondents had their profession of labor. Data shows that more than twenty-nine (29.5%) of the respondents had their profession of private job.

**Table 4: Frequency distribution of the respondents regarding watching Urdu Drama on TV channels**

<table>
<thead>
<tr>
<th>Urdu drama channel do you usually watch</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUM TV</td>
<td>40</td>
<td>20.0</td>
</tr>
<tr>
<td>GEO TV</td>
<td>45</td>
<td>22.5</td>
</tr>
<tr>
<td>A Plus TV</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>PTV Home</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td>GEO Kahani</td>
<td>32</td>
<td>16.0</td>
</tr>
<tr>
<td>ARY Digital</td>
<td>52</td>
<td>26.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that twenty-six (26.0%) of the respondents were usually watching the ARY Digital for Urdu drama channel, more than twenty-two (22.5%) of the respondents were usually watching the GEO TV for Urdu drama channel, twenty (20.0%) of the respondents were usually watching the HUM TV for Urdu drama channel, sixteen (16.0%) of the respondents were usually watching the GEO Kahani for Urdu drama channel. While more than twelve (12.5%) of the respondents were usually watching the PTV Home for Urdu drama channel and three (3.0%) of the respondents were usually watching the A Plus TV for Urdu drama channel. Data shows that twenty-six (26.0%) of the respondents were usually watching the ARY Digital for Urdu drama channel.

**Table 5: Frequency distribution of the respondents regarding kind of Urdu dramas watched by respopdents**

<table>
<thead>
<tr>
<th>Kind of Urdu dramas you are interested</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td>Tragedy</td>
<td>10</td>
<td>5.0</td>
</tr>
<tr>
<td>Melodrama</td>
<td>20</td>
<td>10.0</td>
</tr>
<tr>
<td>Romantic drama</td>
<td>23</td>
<td>11.5</td>
</tr>
<tr>
<td>Novel drama</td>
<td>99</td>
<td>49.5</td>
</tr>
<tr>
<td>Horror drama</td>
<td>16</td>
<td>8.0</td>
</tr>
<tr>
<td>Spy drama</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that more than forty-nine (49.5%) of the respondents they are interested in Novel Urdu dramas, more than twelve (12.5%) of the respondents they are interested in Comedy Urdu dramas, more than eleven (11.5%) of the respondents they are interested in Romantic Urdu dramas, ten (10.0%) of the respondents they are interested in Melodrama Urdu dramas, eight (8.0%) of the respondents they are interested in horror Urdu dramas. While five (5.0%) of the respondents they are interested in Tragedy dramas and more than three (3.5%) of the respondents they are interested in spy drama. Data shows that more than forty-nine (49.5%) of the respondents they are interested in Novel Urdu dramas.

**Table 6: Frequency distribution of the respondents regarding daily hours watching Urdu dramas**

<table>
<thead>
<tr>
<th>Daily watch Urdu dramas</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>16</td>
<td>8.0</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>99</td>
<td>49.5</td>
</tr>
</tbody>
</table>
Table shows that more than forty-nine (49.5%) of the respondents said that 1-2 hours daily watching the Urdu dramas, thirty-eight (38.0%) of the respondents 3-4 hours daily watching the Urdu dramas, eight (8.0%) of the respondents less than 1 hour daily watching the Urdu dramas. While three (3.0%) of the respondents said that 7 and above hours daily watching the Urdu dramas and more than one (1.5%) of the respondents said that 5-6 hours daily watching the Urdu dramas. Data shows that more than forty-nine (49.5%) of the respondents said that 1-2 hours daily watching the Urdu dramas.

### Table 7: Frequency distribution of the respondents regarding watching Urdu drama for adopting fashion

<table>
<thead>
<tr>
<th>You watch Urdu drama for adopting fashion</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>98</td>
<td>49.0</td>
</tr>
<tr>
<td>Agree</td>
<td>92</td>
<td>46.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that forty-nine (49.0%) of the respondents strongly agreed that they watch Urdu dramas for adopting fashion, forty-six (46.0%) of the respondents agreed that they watch Urdu dramas for adopting fashion, three (3.0%) of the respondent’s neutral that they watch Urdu dramas for adopting fashion. While one (1.0%) of the respondents are equal strongly disagree and disagreed that they watch Urdu dramas for adopting fashion. Data shows that forty-nine (49.0%) of the respondents strongly agreed that they watch Urdu dramas for adopting fashion.

### Table 8: Frequency distribution of the respondents regarding Interaction with family

<table>
<thead>
<tr>
<th>Interaction with family decreased watching Urdu dramas</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>110</td>
<td>55.0</td>
</tr>
<tr>
<td>Agree</td>
<td>71</td>
<td>35.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>10</td>
<td>5.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>8</td>
<td>4.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that majority of the respondents i.e. fifty-five (55.0%) strongly agreed that interaction with family decreased watching Urdu dramas, more than thirty-five (35.5%) of the respondents agreed that interaction with family decreased watching Urdu dramas, five (5.0%) of the respondent’s neutral that interaction with family decreased watching Urdu dramas. While four (4.0%) of the respondents strongly disagreed that interaction with family decreased watching Urdu dramas and less than one (0.5%) of the respondents disagreed that interaction with family decreased watching Urdu dramas. Data shows that majority of the respondents i.e. fifty-five (55.0%) strongly agreed that interaction with family decreased watching Urdu dramas.
Table 09: Frequency distribution of the respondents regarding Urdu dramas enhancing status of women in society

<table>
<thead>
<tr>
<th>Urdu dramas are enhancing status of women in society</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>56</td>
<td>28.0</td>
</tr>
<tr>
<td>Agree</td>
<td>92</td>
<td>46.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>47</td>
<td>23.5</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table shows that forty-six (46.0%) of the respondents agreed that Urdu dramas are enhancing status of women in society, twenty-eight (28.0%) of the respondents strongly agreed that Urdu dramas are enhancing status of women in society, more than twenty-three (23.5%) of the respondent’s neutral that Urdu dramas are enhancing status of women in society. While two (2.0%) of the respondents strongly disagreed that Urdu dramas are enhancing status of women in society and less than one (0.5%) of the respondents disagreed that Urdu dramas are enhancing status of women in society. Data shows that forty-six (46.0%) of the respondents agreed that Urdu dramas are enhancing status of women in society.

Table 10: Frequency distribution of the respondents regarding females adopting fashion of shoes through Urdu dramas

<table>
<thead>
<tr>
<th>Females are adopting fashion of shoes through Urdu dramas</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>73</td>
<td>36.5</td>
</tr>
<tr>
<td>Agree</td>
<td>98</td>
<td>49.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>24</td>
<td>12.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table shows that forty-nine (49.0%) of the respondents agreed that females are adopting fashion of shoes through Urdu dramas, more than thirty-six (36.5%) of the respondents strongly agreed that females are adopting fashion of shoes through Urdu dramas, twelve (12.0%) of the respondent’s neutral that females are adopting fashion of shoes through Urdu dramas. Two (2.0%) of the respondents strongly disagreed that females are adopting fashion of shoes through Urdu dramas and less than one (0.5%) of the respondents disagreed that females are adopting fashion of shoes through Urdu dramas. Data shows that forty-nine (49.0%) of the respondents agreed that females are adopting fashion of shoes through Urdu dramas.

Table 11: Frequency distribution of the respondents regarding females are adopting fashion of makeup through Urdu dramas

<table>
<thead>
<tr>
<th>Females are adopting fashion of makeup through Urdu dramas</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>110</td>
<td>55.0</td>
</tr>
<tr>
<td>Agree</td>
<td>71</td>
<td>35.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>18</td>
<td>9.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
<td>.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Table shows that majority of the respondents i.e. fifty-five (55.0%) strongly agreed that females are adopting fashion of makeup through Urdu dramas, more than thirty-five (35.5%) of the respondents agreed that females are adopting fashion of makeup through Urdu dramas. While nine (9.0%) of the respondent’s neutral that females are adopting fashion of makeup through Urdu dramas and less than one (0.5%) of the respondents disagreed that females are adopting fashion of makeup through Urdu dramas. Data shows that majority of the respondents i.e. fifty-five (55.0%) strongly agreed that females are adopting fashion of makeup through Urdu dramas.

**Table 12: Frequency distribution of the respondents regarding females are adopting fashion of brands through Urdu dramas**

<table>
<thead>
<tr>
<th>Females are adopting fashion of brands through Urdu dramas</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>75</td>
<td>37.5</td>
</tr>
<tr>
<td>Agree</td>
<td>87</td>
<td>43.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>36</td>
<td>18.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that more than forty-three (43.5%) of the respondents agreed that females are adopting fashion of brands through Urdu dramas, more than thirty-seven (37.5%) of the respondents strongly agreed that females are adopting fashion of brands through Urdu dramas. While eighteen (18.0%) of the respondent’s neutral that females are adopting fashion of brands through Urdu dramas and one (1.0%) of the respondents strongly disagreed that females are adopting fashion of brands through Urdu dramas. Data shows that more than forty-three (43.5%) of the respondents agreed that females are adopting fashion of brands through Urdu dramas.

**Table 13: Frequency distribution of the respondents regarding females are adopting fashion of purse caring through Urdu dramas**

<table>
<thead>
<tr>
<th>Females are adopting fashion of purse caring through Urdu dramas</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>72</td>
<td>36.0</td>
</tr>
<tr>
<td>Agree</td>
<td>89</td>
<td>44.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>32</td>
<td>16.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table shows that more than forty-four (44.5%) of the respondents agreed that females are adopting fashion of purse caring through Urdu dramas, thirty-six (36.0%) of the respondents strongly agreed that females are adopting fashion of purse caring through Urdu dramas, sixteen (16.0%) of the respondent’s neutral that females are adopting fashion of purse caring through Urdu dramas. While two (2.0%) of the respondents strongly disagreed that females are adopting fashion of shoes through Urdu dramas and more than one (1.5%) of the respondents disagreed that females are adopting fashion of purse caring through Urdu dramas. Data shows that more than forty-four (44.5%) of the respondents agreed that females are adopting fashion of purse caring through Urdu dramas.

**Correlation**

The analysis has been done to analyse the relationship between two variables of the study.

**Hypothesis:** More will be the time spending on watching Urdu dramas; lower will be the interaction with family.
Socio-Cultural Effects of Urdu Dramas on Young Pakistani Women in Karachi City

Table 14: Correlation between time you prefer for watching Urdu dramas and Interaction with family decreased due to watching Urdu dramas

<table>
<thead>
<tr>
<th>Times you prefer for watching Urdu dramas</th>
<th>Interaction with family decreased due to watching Urdu dramas</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Morning</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Afternoon</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>Evening</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td>Late Night</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Any time</td>
<td>29</td>
<td>15</td>
</tr>
<tr>
<td>When free</td>
<td>32</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>71</td>
</tr>
</tbody>
</table>

$X^2 = 21.638$, $(p = .360), \gamma = .101, (p = .274)$

Data in this table regarding the between sometime females spent watching Urdu dramas and interaction with family decreased due to watching Urdu dramas, Chi-Square (21.638) value statistically shows highly significant (probability=.360) association between these two variables. Chi-Square statistic of 21.638, with 20 degrees of freedom which is associated with probability of .0360 which is highly significant at the 0.05 level of significance. So, the existing hypothesis entitled “more will be the time spending on watching Urdu dramas; lesser will be the interaction with her parents” is highly statistically accepted at the 0.05 level of significance.

Conclusion & Recommendations

The present study finally concluded that majority of the population get information, entertainment and knowledge through watching television. In this regard Urdu dramas are the great source of entertainment for the females of the Karachi. Through dramas new fashion trends are introduced and people notice and adopt these modern introduced fashions in their daily routine life. Present study has identified that Urdu dramas has a deep effect on the behavior of the people as a number of the respondents accepted this fact. Finally, present study reveals that Urdu dramas are simultaneously cause of the attitudinal and behavioral change in the lives of the females. By keeping in view above mentioned results and discussion finally it is identified that Urdu dramas are bringing a change in life style of the female and it is a great source of promoting fashion and adopting modern cultures, norms, tradition and styles.

References


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ANALYZING THE EFFECTS OF SCIENCE TEACHING METHODS ON STUDENTS’ ACHIEVEMENTS: A STUDY OF SECONDARY SCHOOL TEACHERS OF DISTRICT KHAIROPUR MIR’S

Abdul Karim Suhag, Ajab Ali Lashari, Dr. Abdul Malik, Fahim Ahmed Memon

Abstract

The research paper designed to investigate the effects of science teaching methods on the achievements of students of secondary schools of district Khairpur. Quantitative methodology has been used for this paper. This study focuses on the methods used by the science teachers and their effects on the achievements of secondary schools. It is found that the teachers use old traditional methods, rely completely on the text books, don’t engage students in projects, group discussions and activities. The study recommends that teachers should be multiple methods keeping in view contents, they should encourage students’ participation more in the class room.

Keywords: Teachers, Science Teaching Methods, Student’s Achievements

Introduction

Science is considered as a core subject at secondary schools in Pakistan. Science teaching in schools of Sindh is carried out with a list of problems; Science text books at schools and colleges are outdated and uninteresting as well, not only this but these are poorly printed and overloaded with bulk of knowledge. These text books are not designed according to the modern needs of the students and contributing less into the intellectual growth and science attitude is not developed among students from initial phase of learning. The text books lacking graphical presentation of the things aligned with contents which should develop a curiosity among students to study self at home. Beside text books another greater problem is lack of skills among science teachers in teaching science contents with demonstration. Nayer (2016) expressed that majority of the teachers are not professionally trained and unable to deliver the ideas in inspiring way.

Due to lack of knowledge these teachers kill curiosity and always discourage learning through asking and questions. Science has been taught through different subjects at secondary school level such as Physics, Chemistry and Biology. Science subject helps students to develop the skills such as observations, experiment, critical thinking, problem solving techniques and it develops practical work strategies. Students will learn new theories to emphasize the skills of manipulating the physical world, they will inculcate reasoning from data because the students study in an innovative way to introduce unique ideas and to think over then and observe them.

The principle reason for instructing to any level of training is to acquire a vital change in the study (Baviskar, 2009). To construct basic techniques for learning correspondence, instructors must apply appropriate instructional strategies that mostly suit to adjust targets. In the anticipated age, educator focused techniques to convey data to learners in respect to focused approaches. Till today, inquiries regarding the productivity of showing plans on understudy learning have constantly brought extensive consideration up in the topical field of instructive research.

Research Questions

a. What are the beliefs of teachers teaching science as a subject at secondary schools?
b. What methods are practiced by teachers while teaching science subject?
c. What are effects over students while teaching science as a subject?

Literature Review

Even though the academic activities can be energizing engines to motivate students to be successful in their life long goals. Previously studies have been conducted in which it has been argued that (Durik & Harackiewicz, 2007; Reeve, 2002)
“teaching methods that allow the teacher to be responsive (e.g., spending time listening), supportive (e.g., praising the quality of performance), and flexible (e.g., giving students time to work in their own way) are optimal for interest development”. Methods have great significance in attaining the desired learning outcomes. Without proper methods content knowledge will not be delivered properly. “Teaching methods that allow this kind of teacher–student interaction promote internalization of the aims and goals of the curriculum, which is essential for the development of individual interest (Hidi & Renninger, 2006; Krapp, 2003)”.

Science teaching is carried out at schools of Sindh mostly by lecture method which is most uninteresting way to teach that core subject. Lecture methods always in science teaching make students less attentive and less focused because it does not practice practical work and laboratory experiments. Bok (2006) expressed “an average student only retains 42% of what he or she learned after the end of the lecture and 20% one week later”. “Research shows that teaching method like the lecture method commonly used does not help the students to acquire sufficient functional understanding” (Bernhard et al., 2007). This show that lecture method does not make students proactive and creative in their teen age. It is alarming that students at this tender age are not proactive and creative then they will be less creative in their rest academic life. Berry (2008) argued that lecture method lacks the effectiveness of an active learning approach.

In the opinion of Fagen and Mazur (2003) “lecture method causes the bad reading habit among the students”. Franklin, Sayre, and Clark (2014) expressed “students taught in lecture-based classes learn less than those taught with activity based reformed methods”. “Lecture method is frequently a one – way process unaccompanied by discussion, questioning or immediate practice that makes it a poor teaching method” (Hatim, 2001; Al-Rawi, 2013). “Lecture method concentrates on information rather than learners (Al-Rawi, 2013). “In the lecture method the teacher tells the students what to do instead of activating them to discover for themselves” (Miles, 2015).

This indicates that the arousal of students’ self-interest and motivation to learn depends upon the methods of teaching science subject. Exceptional growth has been created in conceptualizing, evaluating and investigating its factors and effects. Significant work has been done on the evaluation and examination of classroom conditions in resources with a spread of instruments (Fraser 1994). Investigation during recent years has perceived that the two understudies and educators’ ideas are key parameters of the normal and mental parts of the instructive situation of classrooms (Fraser, 1991). Fraser, Classroom & School climate (1994), affirms the importance of activities and experiments based science studies always encourages healthy learning.

Miles (2015) argued “it is expected for a teacher to implement a range of instructional strategies that will bring academic success to all the science students. For any method to be able to bring good result in the present age, it should be a method that promote maximum social interaction”. “Social interaction between students and between teacher and student plays a crucial role in learning” (Nguyen, Williams & Nguyen, 2012).

There is dire need to revisit the teaching methods at secondary schools because developed ideas and attitude laid the foundation of the life time career and academic performances so tender age learning matters a lot. “Demonstration teaching method is a useful method of teaching because it improves students’ understanding and retention (McKee, Williamson & Ruebush, 2007). According to Al Rawi, 2013) “the demonstration is effective in teaching skills of using tools and laboratory experiment in science. However, the time available to perform this demonstration is very limited in a classroom setting”. “Therefore, a demonstration often designed to allow students to make observations rather than through hands-on laboratory” (McKee, Williamson & Ruebush, 2007).

In modern times there should be established laboratories for science teachings at schools because laboratories are known as practical learning houses in schools. Tobin (1990) expressed “laboratory activities appeal to learn with understanding and, at the same time, engage in a process of constructing knowledge by doing science”. He also suggested that meaningful and quality learning is possible in the laboratory if students are given opportunities to manipulate equipment and materials to be able to construct their knowledge of phenomena and related scientific concepts.

Science schoolroom surroundings regarding the common view of the researchers and scholastics. In this condition, has the twin favorable position of delineating the setting through the eyes of the givers and getting data that the watcher may see inconsequential. Understudies have a fair preferred standpoint to make judgments concerning classrooms in view of the need experienced numerous option learning conditions and have enough time in an extremely classification to establish redress connections.

Likewise, Walberg (2004) in his theory given on the topic of instructional productivity consists of classroom with the surroundings factors which contribute to the variance in the psychological factors of students and emotional outcomes. The inverse elements measure up the capacity, development, and inspiration. The standard of direction, the quantity of
Analyzing the Effects of Science Teaching Methods on Students’ Achievements: A Study of Secondary School Teachers of District Khairpur Mir’s

guideline, the mental surroundings gathering, and the peers out of the classroom, and the time related with the video/TV media (Walberg, 2004).

The model was tested successfully as a part of national study which showed that the factors of student accomplishment and attitudes are both highlighted together by these factors (Walberg, 2006). The solution was found out that the school and college environments were both extremely influences on the student achievement.

However, despite the existence of ancient science schoolroom surroundings analysis at the first and secondary level, (Williams, 2007). Surprisingly very less work has been completed at the higher education levels (Dorman, 2000a); (Dorman, 2000b); (Margianti, 2000); (Nair, 1999).

The old idea of a typical learning surroundings by all students inside a classroom was challenged once more within the half of the Nineteen Eighties. For instance, in instructive studies using classroom learning surrounding instruments, various classroom observations and interviews comprises of academics and students (termed "target" students).

United Nations agency was found out to possess much favorable perceptions of the educational steps, then those students who are not concerned, giving a suggestion that there might be distinct and differently-perceived learning environments in one classroom (Tobin, 2007). Different studies (Tobin, 2007); (Tobin, 2000) additionally steered the attractiveness of getting a replacement sort of a tool that is healthier than, that the standard category type for measuring variations in insights which may be controlled by totally diverse students inside a similar category.

Research Methodology

This study has been carried out to investigate the multiple effects of teaching methodologies of science subject on students’ achievements, and to find out the effective teaching methodologies to teach in future science subject effectively at schools. The study has been conducted by collecting data from N=16 Government secondary schools of district Khairpur Mir’s. The data has been collected by conducting a survey. The tool for survey was Questionnaire. The data was quantified by SPSS (version18). In this research study equal share has been given to male as well as female teachers of the secondary schools. The study has scope because no one has conducted study before in that context. The teachers were informed about the purpose of the study in order to ensure validity of the research. The study has been designed in which Teaching methods is independent variable while students’ achievement is dependent variable.

The study has been carried out in N=16 public schools of District Khairpur Mir’s, Sindh, Pakistan. Teachers (male and female) of high and higher secondary Schools of District Khairpur Mir’s Sindh (Pakistan) during session 2015-2016 were population of this Survey study.

There were sixteen (16) science teachers of Schools of District Khairpur Mir’s during the session 2015-2016. The sample was divided/categorized into two equal groups under the origin of an achievement from the male and female science teachers.

Data Analysis

<table>
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<tr>
<th>S.#.</th>
<th>Item</th>
<th>SA</th>
<th>%</th>
<th>A</th>
<th>%</th>
<th>U</th>
<th>%</th>
<th>D</th>
<th>%</th>
<th>SD</th>
<th>%</th>
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</thead>
<tbody>
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<td>1</td>
<td>It is good to use teaching aids for teaching science subject.</td>
<td>8</td>
<td>50</td>
<td>6</td>
<td>37.5</td>
<td>2</td>
<td>12.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Observational and critical thinking skills developed through science teaching.</td>
<td>10</td>
<td>62.5</td>
<td>5</td>
<td>31.2</td>
<td>1</td>
<td>6.05</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>3</td>
<td>Science teaching helps in developing knowledge about physical world around.</td>
<td>5</td>
<td>31.12</td>
<td>3</td>
<td>18.75</td>
<td>3</td>
<td>18.75</td>
<td>4</td>
<td>25.0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>I use different techniques to satisfy students questions.</td>
<td>10</td>
<td>62</td>
<td>4</td>
<td>25</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>12.5</td>
<td>0</td>
<td>0</td>
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<tr>
<td>5</td>
<td>I distribute students in small groups for discussions.</td>
<td>6</td>
<td>37.5</td>
<td>3</td>
<td>18.75</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>25.0</td>
<td>3</td>
<td>18.75</td>
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</table>
Analyzing the Effects of Science Teaching Methods on Students’ Achievements: A Study of Secondary School Teachers of District Khairpur Mir’s

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</thead>
<tbody>
<tr>
<td>6</td>
<td>I assign home works to the student’s and other practical works</td>
<td>5</td>
<td>31.5</td>
<td>3</td>
<td>18.75</td>
<td>1</td>
<td>6.25</td>
<td>5</td>
<td>31.2</td>
<td>2</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I use text books rather than laboratories for teaching science</td>
<td>10</td>
<td>62</td>
<td>5</td>
<td>31.5</td>
<td>1</td>
<td>6.25</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I always make explicit relationship between today’s and the previous discussed topic.</td>
<td>5</td>
<td>31.5</td>
<td>3</td>
<td>18.75</td>
<td>1</td>
<td>6.25</td>
<td>4</td>
<td>25.0</td>
<td>3</td>
<td>18.75</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I use charts, pictures, physical objects and other relevant materials to teach science subject.</td>
<td>4</td>
<td>25</td>
<td>2</td>
<td>12.5</td>
<td>1</td>
<td>6.25</td>
<td>5</td>
<td>31.5</td>
<td>4</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I like teacher centered approach in teaching science subject</td>
<td>12</td>
<td>75</td>
<td>4</td>
<td>25</td>
<td>4</td>
<td>25</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>I manage a class in discussion method for achievements.</td>
<td>4</td>
<td>25.0</td>
<td>5</td>
<td>31.25</td>
<td>2</td>
<td>12.5</td>
<td>3</td>
<td>18.7</td>
<td>5</td>
<td>2</td>
<td>12.5</td>
</tr>
<tr>
<td>12</td>
<td>I manage students in class by activity based method for achievements.</td>
<td>5</td>
<td>31.5</td>
<td>6</td>
<td>37.5</td>
<td>2</td>
<td>12.5</td>
<td>2</td>
<td>12.5</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Science teachers manage a class of students in project base method for achievements</td>
<td>5</td>
<td>31.2</td>
<td>4</td>
<td>25</td>
<td>1</td>
<td>6.25</td>
<td>4</td>
<td>25</td>
<td>2</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>From lecture method students learn more as compared to using discussion method, activity based method, project base method</td>
<td>8</td>
<td>50</td>
<td>6</td>
<td>37.5</td>
<td>2</td>
<td>12.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Science teacher manage a class of students in project base method.</td>
<td>4</td>
<td>25</td>
<td>3</td>
<td>18.75</td>
<td>1</td>
<td>6.25</td>
<td>5</td>
<td>31.5</td>
<td>3</td>
<td>18.75</td>
<td></td>
</tr>
</tbody>
</table>

Analysis of the Results

The statistical results are interesting regarding teaching science subjects at the schools. With response to the statement 01, 50% respondents are strongly agreeing that is good to use science teaching aids for teaching science subject, 37.5% are agreed, which indicate good number of teachers use teaching aids teaching science subject while 12.5% are undecided which indicate a good number of non-availability of teaching aids in school for teaching science subjects.

In response to the statement 3, 31.12% respondents are strongly agreeing and 25% agree which indicates majority of the teachers have belief in positivity of science subject and its effects while 25% teachers are disagree to the statement which indicates that the teachers consider other subjects important as well having great significance. In response to the statement 4 I use different techniques to satisfy students’ questions, shows that 62% are strongly agree, 25% agree which indicates a good number of teachers use different techniques while 12.5% are disagree which shows that a good number of teachers don’t use different techniques to make science teaching more effective.

In response to the statement 5, 37.5% are strongly agree and 18.75% are agree which indicates that majority of teachers use group discussion in their class for teaching science subjects while 25% Disagree and 18.75 are strongly disagree indicate that student focus on lecture method where their role is authoritative rather than student centered which discourages healthy involvement of students for learning Science subject. In response to the statement 6 half percentage of the teachers assign students homework while 6.25% are undecided and 31.2% are Disagree and 12.5 % are strongly disagree that shows that a good number of teachers do not assign homework to students for their creativity and involvement in learning Science subject.

In response to the statement 7 shows that majority of students use only text books rather than laboratories for teaching science subject. Statement 9 indicates that 25% teachers are agree and 12.5% are strongly agree that they use different teaching aids for
teaching science subject. While 31.5% are disagree and 25% are strongly disagree that shows teachers in majority use only text book to teach that subject and do not use other additional sources to make sense clear for different abstract ideas. Statement 10, indicates that majority of the teachers use teacher centered approach rather than student centered, group discussion or activity based. Statement 13, 14 and 15 indicates that less number of teachers focus on project base or activity based learning in science teaching while majority of the teachers teach through lecture method which is considered a passive method for teaching science subject.

Findings

Teaching at secondary schools has a great significance in developing ideas, clearing concepts and developing attitudes for every discipline. Methods always helps in attainment of the outcomes of each course. If methodology has not been properly utilized by the teachers, then the foundation of the subjects will not be stable. This study has great significance because it analyses the teachers’ way to teach and different practices used by them for teaching core subjects. By analyzing the statistical results, the following results have been found;

It is found that teachers use different aids while teaching but the non-availability of the teaching aids is the major issue to carry out teaching methods in a proper way due to lack of availability of resources.

The responses indicate that 62.5 % teachers strongly agree to the statement and believe that science teaching helps in developing the creative and critical thinking skills among students which seems a positive attitude of science teachers towards science subject.

Statement 5 indicates that 25% disagree to the statement that distributing to the students among group will not lead them towards healthy learning which shows that teachers don’t engage students in activities and group discussions for self-learning and critical thinking skills.

Statement 7 indicates that 62% Teachers strongly agree that they use only text books rather than labs for science practical works and they rely only on the text books only as a source of carrying out teaching and learning process.

Though schools don’t have resources or science laborites but majority of the teachers even do not use pictures and charts for teaching science subjects which is an alarming situation. Statement 10 indicates that 75% teachers strongly believe that teachers practice teacher centered approach rather than students centered approach.

Statement 12 indicates that secondary school teachers never focus on project based learning in science subjects even at secondary level. Statement 14 indicates that Teachers use only old traditional methods; lecture method for teaching science subject.

The results indicate that there are multiple reasons which effect over students poor learning process. Teachers are lacking in their proper science teaching methods and they rely upon only text books rather than activities, group discussions or project based learning which results in demotivation and lacking in development of the creative and critical thinking skills. These various reasons effect over students’ greater achievements in their academic life and do not motivate students to study willingly at home. It has been recommended that teachers should use different teaching methods keeping in view the contents. Teachers should encourage students’ participation in different activities and science based projects. If there is non-availability of resources, then teachers should bring charts and pictures to develop clear understanding among students. Teachers should distribute students in groups to question and argue on different topics.

Conclusion

This small study has been conducted to analyze the effects of teaching methods of science subjects at secondary level over students. This study has a broader scope because this study is analyzing the effects of science teaching methods over students. This study has been conducted in the rural setting of District Khairpur.

The findings of the study indicate that the majority of the teachers use old methods to teach science subject and only rely over the text book as source of teaching science which results in less growth of critical thinking of the students. Teacher’s don’t use activities, projects and group discussions for the clarity of students in abstract ideas. Teacher have authoritative role in the classroom still which results in less participation of the students. It is found quite good that science teachers believe that the critical thinking, observational skills and social and intellectual development of the students is possible by teaching science subject. Science teachers believe that the development of skills and knowledge in students is the most important objective in science subject. When students do not understand topics then science teacher distribute students in small group for understanding topic. It is recommended that students should be given science homework and practical work.
Analyzing the Effects of Science Teaching Methods on Students’ Achievements: A Study of Secondary School Teachers of District Khairpur Mir’s

The research study has been conducted in local context of district Khairpur and the findings of the study can be applied in other local schools as well as other similar secondary schools of Sindh. Teachers should encourage students’ participation and learning innovative ideas.

Recommendations

i. Government should provide the teaching aid material to teacher for using in the class.
ii. Science teacher should always distribute students in small group for discussion of difficult topics.
iii. Science teacher should use science laboratories for practical work but there no such concept of science laboratories so government should allocate the funds for the construction of science laboratories in the schools.
iv. Head of the institutes emphasizes the science teacher to use students center teaching rather than teacher center teaching, because in the teacher center learning students are passive and when students are passive they can’t understand the topics.
v. Science teacher should use activity base, group discussions or project based learning rather than textbook reading method.
vi. Science teacher should bring charts and pictures to develop clear understanding among students.

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CULTURAL EFFECTS OF CABLE TV ON CHILDREN: A CASE STUDY OF PROVINCE OF SINDH, PAKISTAN

Dr. Har Bakhsh Makhijani14*

Abstract

The present study, attempts to measure the influence and subsequently growing tendencies of adaption of some components of foreign cultural practices related to basic needs like food, dress and shelter on the base of cable television among the children of Sindh province. The researcher adopted quantitative methodology, while survey procedure was used to gauge the opinion of the children of the concern area. Data was collected from 624 respondents of 5th and 8th grade students through questionnaire comprises 76 questions. The area was divided into three broad clusters ie Sukkur, Nawabshah (Now Benazirabad) and Hyderabad, while Statistical package for Social Scientists (SPSS Version15) was used for data analysis of the study.

The study proved strongly the hypothesis that majority of children were found attracted by cable television cultural practices like food, dresses, costumes and house décor especially among the juniors of both genders and Sindhi speaking children in Cable Towns. The results of the study show that on grade basis, the degree of liking was found more among junior graders while on gender basis, the girls showed more liking of strange foods than boys. The liking for foods of other cultures was equally constant among children of both ethnic groups. For the dresses of other cultures shown on television, a mix trend came across. The same ratio was in the dress liking, customs and culture practices among the Sindhi children.

Keywords: Cable television, culture, food, dress, customs, effects, ethnicity, Sindh province

Introduction

Communication experts now believe that media have a great power to influence public. The great potential of television on societal changes leads pros and cons. The pro views television as a means of education and socialization of positive values among society. On the other hand, the con views television as a dangerous threat, which decreases moral and makes other destructive things. In general, those controversies can be classified into three categories; first, television programs can damage the existed moral values, second, television strengthens the existed moral values, third, television creates new values in society including children.

Rana (2004), in his study on Cultural Communication and Protection of Value System Through Television in Pakistan found that there was a common perception among broadcasters and policy makers that television can generate or promote desirable or undesirable social and cultural trends and it has an influence in negotiating ideas of modernity in the country. He pointed out two facts: one, state television has lost its credibility due to excessive control, and non-professional attitude. And the other, that satellite channels have greatly affected Pakistani society both socially and culturally. He found that state television was a major contributor in creating political frustrations among and have generated negative reactions towards religious and ethical values through its programs, while on other hand; satellite television has introduced a wave of new ideas, openness and promiscuity in the society.

It has come up with a wave of information on national and international events providing people opportunity to verify and check the truth spontaneously. He further suggests that in Pakistani society, abrupt changes introduced by satellite television are not easy to digest. The changing role of woman, children and youth is not culturally embedded- it is perceived as a direct off shoot of foreign alien influence thrown by satellite TV channels. He concludes that satellite broadcast have developed new set of relations with Pakistani society, has created a hybrid of ultra-new and traditional culture and indigenous meshing with global. It has emerged as complex set new traits which are not grounded in the social fabric of the society, while state TV has not risen to satellite challenges.

Pervaiz (2003) in his study on “Implications of Communication Technology for Pakistan” examined the relationship between cable TV network use and familiarity with Hindi culture. He found that higher exposure of Hindi movies familiarizes the Hindi culture to the viewers.

14*Corresponding author, Department of Media Studies, Bahria University Karachi Campus, Karachi. Email: harbakhsh56@gmail.com
Cultural Effects of Cable TV on Children: A Case Study of Province of Sindh, Pakistan

**Literature Review**

Summing up the studies, Bryant & Thompson (2002) concluded that ‘findings have indicated that the impact of media may be cognitive; focusing on mind or affective on behavior and attitudes may they be direct or indirect short term, long term, intermittent (e.g., sleeper effects) or gradually build up. Consumers react to messages according to their back ground and predispositions.’

According to the Encyclopedia of Social and Cultural Anthropology (2002) the influence of culture on media and vice versa has grown increasingly difficult as for message the barriers of space have fallen; adding one more dimension to problem is that source of ideas and style is urban life of the few cities of advanced countries such as London, New York or Bombay but movies are released for worldwide consumption subjecting audience of entirely different codes to values such as individualism, commercialism and romanticism and that creates mental chaos.

Waisbord (1998) concludes that “These were dangers that put Latin America in 1970s, at the forefront of discussion regarding the consequences of flow of communication for national culture. But things are different and nations are less worried about the danger to national identity created by media onslaught”. Media is not seen as much menace and perhaps the reason is its potentiality for projection of culture as Brazilian scholar Jose Marques de Melo (1995) observed that Bramilians would not have that much confidence of themselves stemming from projection of their culture at global level that they feel capable of forging ahead.

In the same way, two of major studies were conducted in Latin America by Jesus Martin-Barbero and Nestor Garcia-Canclini. Jesus Martin-Barbero (1993) said that in exertion of influence by media on shaping norms and perception of life has not escaped notice of scholars. Many have even concluded that life in urban and rural cities is life created by media and Nestor also supported the observations.

Telenovelas in Brazil have expended intellectual and cultural horizons of people; women know that they have alternative role to perform and LaPastina (2004) observed difference in paradigm of social interaction and sharpened self-image. Kottak (1990) found through data from segregated corners in Brazil that perception on gender had a liberal tilt regarding domestic role and responsibilities in work place.

Jamias (1993) summarized a review on new communication technologies and cultural identity that technology does not contain any inherent evilness or goodness; its effects depend on its manipulation but people should also be informed regarding their needs so that they can be discerning in use of information they obtain from media. It further stated that popular aspirations find their way into mass media programs as quest for space resulted in ‘Star Trek’ which responded to American dream of diversity within their expansive culture.

Varma (2000) in his cross-cultural studies found that Indian exposed to western movies were more liberal and closer to western values than their own.

In a study, Dr Barbra Mitra (2005) concluded that the 23 dress patterning changes in favor of western styles and consumers of TV gave up their traditional style and adopted exotic one.

Meyerowitz J. (1985) said that face impression, dressing and the way feelings are conveyed are improved due to media as focus of media is on visual than rational thoughts.

Montgomery (1989) adds that television has serious implication for traditional values; program are often bordering on indecency and indiscriminate viewing can undermine character that are especially in formative phase. Topic those were taboos are now discussed and then commented upon by people. Nonviolent groups see TV as injecting violence into society and thus see it as threat.

Richins believe that media is promoting hedonism in society by creating dissatisfaction with standard of living. (Cited in Television Viewing, Satisfaction and Happiness)

In a study on the impact of Cable on perception of female in Pakistan, Zia (2007) has concluded that household activities have changed in terms of style and are adopting dress code foreign to their culture, their priorities have been changed as well women have included watching cable in their daily routine at the expense of other activities; further he discovered that social interaction with family and with society has suffered as people are with their surrogate partner at home and dislike to be interrupted.

In another research by Chang R. (2007), a sample of rural and urban Girls Colleges of Hyderabad district was selected to observe the impact of TV commercials on girls of rural and urban colleges; it was discovered that that television influenced the living patterns and buying decisions. Girls followed the information gained through TV advertisements.
Similarly, Duhri S. (2005) of Department of Mass Communication, University of Sindh carried out another study on “The Impact of Star Plus Drama ‘Kiyoon ke Saas bhi kabhi bahoo thee’ on the housewives of Tando Wali Muhammad, Hyderabad”. The study found that the drama was affecting the housewives, motivating them for adopting new fashion and luxurious was living leading to destabilizing their normal spending behavior.

Naveed Warsi, (2005) conducted a study on the “Tendency of Pakistani Viewers towards Foreign TV Transmission and their effects on Society.” He found that Pakistanis are anxious viewers of foreign TV channels, especially entertaining programs, but they are well aware of the ill effects of above mentioned programs, and are against the telecast. He found that majority of viewers believe that viewing foreign channels are bringing them away from their attachment with religion. The viewers also believe that foreign channels are also negatively affecting their customs, traditions and ethical values.

Sheikh (2007) attempted to ascertain the influence of satellite television on rural folks. In his thesis, ‘The Role of Satellite Communications In Traditional Societies: A Case Study of Rural Sindh’, he found that core values were unaffected but outer shell was not immune to cultural onslaught such as traditions and values regarding customs and festivals were same but perception to education, music, decoration of home and cooking became different.

In another study, Zia, A. (2005) concluded that even most of the young people are inclined to watch Cable Television, but significant majority of them do not like the entertainment programs on foreign channels on the grounds of presentation of unmatching moral values.

Afshan H., (2000) of Department of Mass Communication, University of Sindh, carried out a research on “The Effects of Cable Television on Young Mothers”. Sample was taken from Usmanabad, Hyderabad. The study found that Cable TV does not affect their routine work, attitude and behavior. Majority of mothers do not find cable TV programs suitable for their children. Interestingly, it was found that they were attracted with the fashion presented on cable channels.

Chaudhry A. W. (2001) reflects in his research the anxiety of parents regarding encroaching influence of cable TV in Pakistan that has enchanted children with its Indian made programs and children are in danger of losing their identity as well as urge to study.

Objectives of the study

- To find out the cultural effects of cable televisions on the children of Sindh province.
- To measure the cultural adoption of children viewers of Sindh province.
- To search the difference between cable and non-cable viewer other culture and fashion adoption of children.
- To determine the factors of adopting of other cultures among the children.
- To find out difference of cultural effects of cable television on the basis of town wise, gender wise, ethnicity wise and zone wise among the Sindhi children.

Hypothesis

Cable television viewer children experience greater degree of effect on their cultural practices more than the children who watch terrestrial television (PTV).

Methodology

To find out the cultural effects of the cable television on children of Sindh province, the researcher adopted quantitative methodology. To measure the effects of the cable television survey technique was used and data was collected through a devolved questionnaire consists of 76 questions. Through random sampling method, the data was collected from 624 respondents of three locations i.e. Sukkur, Nawabshah (Now Benazirabad) and Hyderabad. As a study focuses on children, the researcher collected data from 5th and 8th class students, while the area was divided into broad section of cable town children and non-cable town children. For the descriptive and inferential statistics, the researcher used Statistical package for Social Scientists (SPSS Version15).

Data analysis and interpretation

Liberet R. and Sparfkin (1988) labeled television as “The Early Window” for children. Advent of cable television has multiplied the impact of this window manifold so much so a mushroom of windows for exposure is now available to the viewer. The viewer is at ease to choose the channel of his choice with his favorite genre and program. This variety has provided an enhanced horizon for researchers to study this process of globalization in different aspects of life. Culture is also a set of values incorporated in the people of a particular area like a string of pearls. The cable television has provided an opportunity to the viewers to peep into the life styles of the people across the globe. Not only to learn, but to alter their own
lives with adaptations from other cultures. The question of this adoption of foreign cultures remained focused in the discussions among various sections of society, and still needed to be probed scientifically. As the children are vulnerable to adopt new ideas in programs on television, provide enough ground to investigate the effects of cultural practices of different regions depicted on mini screen. In present study, attempt has been made to study the influence and subsequently growing tendencies of adaption of some components of foreign cultural practices related to basic needs like food, dress and shelter. The findings are as follows:

a) **Food:**

Table 1: Town & Zone wise distribution of responding according to Stimulation for foreign foods

<table>
<thead>
<tr>
<th>Towns</th>
<th>Sukkur</th>
<th>Nawabshah</th>
<th>Hyderabad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable Towns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes (f)</td>
<td>71</td>
<td>69</td>
<td>72</td>
</tr>
<tr>
<td>No (f)</td>
<td>12</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>Some times (f)</td>
<td>18</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>No reply (f)</td>
<td>03</td>
<td>03</td>
<td>06</td>
</tr>
<tr>
<td>Non Cable Towns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes (f)</td>
<td>75</td>
<td>62</td>
<td>71</td>
</tr>
<tr>
<td>No (f)</td>
<td>5</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Some times (f)</td>
<td>22</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>No reply (f)</td>
<td>02</td>
<td>00</td>
<td>05</td>
</tr>
</tbody>
</table>

Table 1 shows that in all three zones of Cable and Non Cable Towns, a vast majority of children wishes the cooking of dishes shown in television programs be cooked in their homes. Only a small number of children did not show their liking for foods of different cultures.

**Figure 1: Grade wise distribution of responding according to Stimulation for foreign foods**

(a) Cable Towns

Figure 1 shows that on grade basis, in Cable majority of junior class children are in favor of the cooking of dishes shown in television programs be cooked in their homes. While only a small number of children of both classes do not favor this.
Figure 2: Grade wise distribution of responding according to Stimulation for foreign foods

(b) Non Cable Towns

Figure 2 shows that on grade basis, in Non-Cable Towns, majority of junior class children are in favor of the cooking of dishes shown in television programs be cooked in their homes. Whereas, only a small number of children of both classes do not favor this.

Figure 3: Gender wise distribution of responding according to Stimulation for foreign foods

(a) Cable Towns

Figure 3 shows that on gender basis, majority of both gender of children in Cable, were showing their likening of the cooking of dishes depicted on television to be cooked in their homes. Even level of likening is found slightly more among girls. Whereas, only a small number of children of both genders were not in favor of dishes shown on TV. The results show that moderate number of children in both genders were agree for cooking of television food sometimes in their homes.
Figure 4: Gender wise distribution of responding according to Stimulation for foreign foods

(b) Non Cable Towns

Figure 4 shows that on gender basis, majority of both gender children in non-Cable town, were in showed their likening of the cooking of dishes depicted on television to be cooked in their homes. Even level of liking is found slightly more among girls. Whereas, only a small number of children of both genders were not in favor of dishes shown on TV. The results show that moderate number of children in both genders were agreed for cooking of television food sometimes in their homes.

Figure 5 & 6: Ethnicity wise distribution of responding according to Stimulation for foreign foods

(a) Cable Towns
Figure 5 shows that on ethnic basis, in Cable and Non Cable Towns, trends of likening of cooking of dishes shown on television are not much different than those in other variables. The trend show children of two ethnic groups in both Cable and Non Cable Towns like the dishes seen on television to be cooked in their homes.

b) Dressing:

Table 2: Town & Zone wise distribution of responding according to Stimulation for foreign dressing

<table>
<thead>
<tr>
<th></th>
<th>Sukkur</th>
<th>Nawabshah</th>
<th>Hyderabad</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes (f) No (f) Sometimes (f) No reply (f)</td>
<td>Yes (f) No (f) Sometimes (f) No reply (f)</td>
<td>Yes (f) No (f) Sometimes (f) No reply (f)</td>
</tr>
<tr>
<td>Cable Towns</td>
<td>49 36 13 06</td>
<td>35 50 10 09</td>
<td>44 35 21 04</td>
</tr>
<tr>
<td>Non Cable Towns</td>
<td>58 11 31 04</td>
<td>50 18 35 01</td>
<td>58 32 12 02</td>
</tr>
</tbody>
</table>

Table 2 shows that in Hyderabad and Sukkur zones of Cable Towns, equal number of children wished to wear the dresses by them as shown in cable television programs except Nawabshah zone, where significant number of children do not prefer to wear foreign dresses.

In non-Cable Towns, interestingly more children have shown their likening for the dresses seen in television programs, while some children have shown their wish to wear the costumes shown on television sometimes.
Figure 7: Grade wise distribution of responding according to Stimulation for foreign dressing
(a) Cable Towns

![Bar Chart](image)

Figure 7 shows that on grade basis, in Cable Towns, equal number of students of junior and senior grade children has shown their liking and disliking to wear the dresses they have seen in television programs than their seniors. A small number of children have also shown their interest to wear these dresses some times. However, the junior graders are looking slightly more inclined to wear the dresses of other cultures.

Figure 8: Grade wise distribution of responding according to Stimulation for foreign dressing
(b) Non Cable Towns

![Bar Chart](image)

In Non-Cable Towns, on grade basis, the junior graders liked the dresses of other cultures slightly more than senior graders.
Figure 9: Gender wise distribution of responding according to Stimulation for foreign dressing

(a) Cable Towns

Figure 9 shows that on gender basis, in Cable Towns, mixed trend is seen among both boys and girls about their liking toward wearing dresses shown in cable television programs. Same trend is seen with small fraction in Non-Cable Towns’ children.

Figure 10: Gender wise distribution of responding according to Stimulation for foreign dressing

(b) Non Cable Towns

Figure 10 shows that on gender basis, in Non-Cable Towns, mixed trend is seen among both boys and girls about their liking toward wearing dresses shown in cable television programs.
Figure 11 & 12: Ethnicity wise distribution of responding according to Stimulation for foreign dressing

(a) Cable Towns

(b) Non Cable Towns

![Bar Chart](image)

Figure 11 shows on ethnic basis, in Cable Towns, mix trend is seen. Not any significant difference is found among Sindhi and Urdu Speaking children.

While 12 shows that Non Cable Towns responses. The results demonstrate that majority of children liked to wear dresses of different cultures.

c) House décor:

Table 3: Town & Zone wise distribution of responding according to Stimulation for foreign house décor

<table>
<thead>
<tr>
<th>Towns</th>
<th>Sukkur</th>
<th>Nawabshah</th>
<th>Hyderabad</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes (f)</td>
<td>No (f)</td>
<td>Sometimes (f)</td>
</tr>
<tr>
<td>Cable Towns</td>
<td>79</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Non Cable Towns</td>
<td>87</td>
<td>1</td>
<td>13</td>
</tr>
</tbody>
</table>

Table 3 shows that vast majority of children in all three zones like to decor their homes like they have seen in Cable television programs. In Hyderabad zone, positive trend is seen slightly more than other zones, while negative trend is slightly more in Sukkur Zone.

In Non-Cable Towns, same trend was seen among all children in all zones of the region.
Figure 13: Grade wise distribution of responding according to Stimulation for foreign house décor

(a) Cable Towns

In Figure 13 on grade basis, results show affirmative response about the home decoration like seen in both graders in Cable, with a slight more liking was found in junior class children in Cable Towns.

Figure 14: Grade wise distribution of responding according to Stimulation for foreign house décor

(b) Non Cable Towns

In Figure 14 on grade basis, results show affirmative response about the home decoration like seen in both graders in Non-Cable Towns, with a slightly more liking was found in junior class children in Cable Towns.
Figure 15: Gender wise distribution of responding according to Stimulation for foreign house décor

(a) Cable Towns

In Figure 15 on gender basis, results show affirmative response about the home decoration like seen in cable television is slightly more in girls than boys.

Figure 16: Gender wise distribution of responding according to Stimulation for foreign house décor

(b) Non Cable Towns

In Figure 16 on gender basis, results show affirmative response about the home decoration like seen in cable television is slightly more in boys than girls.
Figure 17 & 18: Ethnicity wise distribution of responding according to Stimulation for foreign house décor

(a) Cable Towns

In Figure 17 on ethnic basis, results show affirmative response about the home decoration like seen in cable television is slightly more in junior class children. A small number of children in both classes are also in favor of décor their homes as seen on Cable television.

Whereas, the figure 18 exemplify that in non-Cable Towns the same scenario is seen with no significant differences. The same trend was seen in gender and ethic based results.

Discussion

Television has also played a significant role in promotion and alteration of culture. Pakistan is basically a multicultural country. PTV (i.e. terrestrial television) depicts a variety of programs in respect of cultural practices like food, dressing and house decoration and other aspects of the life of folks of various provinces. This provides enough exposure to children viewing television to become aware of tastes of eating, wearing and living of the people of the various parts of country.
On the other hand, the children with cable television confront an additional influence of exposure of variety of cultural practices of the people around the world. They have an access to a number of channels with different genres from news to fashion, from history to sports, from movies to geography. How the children of Sindh region look at these different cultural practices, is a question of interest in this study. It attempts to study the cultural effects in children.

Cited by Baran & Devis (2007), Gerbner and his colleagues (1978), terming television as ‘Central Cultural Arm’. Stated that television was the main creator of crafted cultural trends for the different masses, including large groups of people, without having any common public message systems.

In Pakistan, Zia, A. (2007) in a study, conducted the effects of Cable Television on Pakistani women, found that women in Pakistan are accepting the influence of Cable Television on their traditional and cultural values. The study found the effects on food, eating habits, costumes, language and other traditions and religious concepts. She showed her concern and stressed the need of further research on the positive and negative effects of Cable Television on Pakistani culture.

Shaikh M.A (2007) in his study on “Role of Satellite Communications in Traditional Societies” concluded that majority of respondents agreed that there was a change in their traditional approach to education, music, house décor, architecture, food cooking habits and other cultural practices.

The findings in present study show that a vast majority of children in all three zones showed their liking of the food items shown on television be cooked in their homes. On grade basis, the degree of liking was found more among junior grade children. On gender basis, the girls showed more liking of strange foods than boys. The liking for foods of other cultures is equally constant among children of both ethnic groups. For the dresses of other cultures shown on television, a mix trend came across. The children also liked to wear the dresses with exception in Nawabshah zone. The reason behind this trend seems slow due to relatively slower pace of industrialization in that zone. In Non Cable Towns of Nawabshah zone, more children expressed their liking for the dresses of other cultures in the country.

On grade basis, the results show equal ratio of liking and disliking in Cable Towns, where in Non-Cable Towns, junior graders showed more liking for dresses of other cultures.

On gender basis, mix trend of liking and disliking was seen among both genders, with a slight fraction in Non-Cable Towns. On ethnicity basis in Cable Towns, mix trend for dresses of alien culture was found, while in Non-Cable Towns, Sindhi Speaking children showed great interest in wearing dresses of other cultures.

For house decoration images viewed on television, it seems that television images have significantly affected the vast majority of children of whole the Sindh region.

On grade and ethnic basis, the same trend was seen with slight more interest of children in Cable Towns to decor their homes as they viewed in TV programs. The results in three areas concerning culture support the persuasive role of TV programs on children.

The transmission of cultural practices of foreign societies is one of the major issues of debate for today’s researchers of various fields. The ‘globalization’ and ‘Cultural Invasion’ terms are widely being used in this debate. The role of media in this process has been recognized to bring the people of different cultures closer to each other. In Pakistan, the issue remained under debate for a long time, especially with the reference of introduction of Indian movies and then a number of Indian TV channels through Cable Television. The scholars, researchers, intellectuals and political, social and religious leaders got involved in the debate. A sizeable number of people belonged to various sections of society express almost regularly their resentment over a possible threat to their beliefs and culture by Indian visual media. Keeping the regression of Pakistani film industry, their fears regarding other sectors were partly justified. But, in fact, these challenges posed by Indian media were enough to open the eyes of stake holders in the society.

Conclusion

Culture holds a central position for the people living in a particular society. Nations are generally identified with their cultural practices concerning food, dress, language and life style. Generally, the interpretation of culture depends upon individual or group circumstances, class position and social placement. Pakistani society is a complex of concordant and conflicting social economic and ethnic subgroups. During last few decades a few changes have been observed in our cultural practices mostly in Cable Towns. These new cultural trends generally belong to food, dressing, house decoration, marriage rituals and language components, most of them believed to be under some Indian influence. At various times in Pakistan, the issue of cultural invasion has been largely debated and Indian TV channels are generally blamed for emergence of negative trends. The roots of this issue are said to be in the fall of Pakistani film industry. In mid 70s the introduction of VCPs and VCRs in local markets, cultural proximity and production of sub quality Pakistani films paved the way for Indian movies and
subsequent fall of film making. The public attitude shaped in favour of Indian movies remained stable after introduction of Cable television. For quite long, Star Plus maintained the favorite most TV channel of women of this land. The effects of this channel can be noticed noticeably in Pakistani cultural life.

Present study attempted to assess the effects of foreign TV channels on young minds. The hypothesis received strong support from the results. Majority of children were found attracted by these cultural practices like food, costumes and house décor especially among the juniors of both genders and Sindhi speaking children in Cable Towns. The trend of this cultural transmission reflects the influence of Cable television and indicates the emergence of new patterns of life which may lead to the process of globalization. But the ground realities like presence of religious, cultural ethnic groups do not allow society to undergo rapid cultural transformation, resulting into a strong resistance. In this scenario, abrupt changes introduced by Cable television are not easy to digest. The situation poses the question of survival of local cultures, and invites attention of policy makers, social scientists, local media and media researchers to address the issue in full depth.

References


TRENDS IN VIRTUAL PRODUCT PLACEMENT IN MOVIES: A CASE OF PRODUCT PLACEMENT BETWEEN NASA AND STAR TREK FILMS

Ibtesam Mazahir\(^{15\#}\), Safeena Yaseen\(^{16}\)

Abstract

With a massive boom in technological revolution, traditional product placement has transformed into Virtual Product Placement (VPP), allowing computing software to digitally insert image of a specific product or brand into media content such as movies or television shows in post-production stage. Although in terms of consumer targeting this technique has positively contributed to brands, broadcasters and studio productions but the evolution of virtual technology does not come without legal, marketing or ethical loopholes. This case study is focused on how the Star Trek: Into the Darkness and its image is strongly associated with National Aeronautics and Space Administration (NASA) and their vision that utilizes using a particular form of virtual product placement.

Keywords: Virtual Product Placement, Consumer Market, Star Trek, NASA, trespassing, brands, products copyright infringement, false endorsement, brand development

Introduction

As the consumer market has gone more fragmented, advertisers in recent decade have turned their heads towards a variety of different communication channels to reach to the maximum number of customers. One of the promising channels that have been employed considerably in recent years is Product Placement.

Product Placement refers to a paid product message aimed at influencing television or movie audience via planned and discreet insertion of branded products in to the said programs. This concept is not new in domain of advertising and promotion. (Balasubramanian, 1994).

Thus, Virtual Product placement (VPP) is an advertising approach which allows broadcasters to gain control on advertising revenue. The shows are recorded in production studios with placements spots in it. Same shows are licensed and broadcasters sell the placement spots to the advertisers. Further, post-production techniques are applied to populate the placement spots with content.

With growing technological advancements, traditional product placement -namely the placement of physical products into a film, television program or movie– has transformed into VPP, allowing computing software to digitally insert the image of a specific product or brand in post-production stage (McDonnell and Drennan, 2010).

Product placement already existed before VPP was known widely. In fact, the first ever recorded product placement took place in the famous silent film “Wings” (1927), the first film which won the Academy Award for Best Picture. It contained a plug for Hershey's chocolate. Another memorable example was the box office movie E.T. So, the concept of strategically placing a product in media content and not as a separate advertisement was already invented. However, according to McDonnell and Drennan (2010), the problem with the traditional product placement was that it was really hard to measure the effectiveness of physical placement in certain movie, which may require audience selectivity later on. Considering the fact that brands developed in the U.S may have no or little influence in other parts of the world, VPP is considered a more suitable marketing practice to induce suitable brands for audiences all over the world.

VPP has outshined traditional product placement also due to its inclination towards cost effectiveness and targeted segments. This strategy is also attractive for advertisers due to its countless benefits. Since the product is digitally inserted in the movies or programs, it enables advertisers to target specific audiences according to geographical or other criteria.

Yet, VPP is not still evolved to a degree that it would enable it to substitute all other publicity or advertising techniques completely.

\(^{15\#}\)Corresponding author, Department of Media & Communication Studies, Bahria University, Karachi.
Email: ibtesam.mazahir@gmail.com

\(^{16}\)Institute of Business Management, Karachi
This paper tries to elaborate on various perceptions that revolve around VPP, its usage and the consequent misconceptions that stem from these different definitions, as well as explore alternative ways for brands, broadcasters and studio productions to overcome these loopholes while using VPP.

Virtual Product Placement and Its Theoretical Background

Reichman and Moreland (2006) present VPP as a form of virtual advertising that generally refers to insertion of different computer-generated-images including brand names, products, and animation into a live or recorded television programs or movies. An example to quote is from Major League Baseball, where virtual advertisements have been digitally inserted behind home plate so that the home audience can see the advertisements. Thus, those in the baseball stadium only see a green board behind the batter, while the television audience views the advertisement. This favors fans in the stadium by eradicating distracting advertisements on the baseball field while adding a revenue stream to the broadcasters of the event. However, there are certain points that differentiate VPP from both product placement and advertisements as far as its primary purposes are concerned.

Hey (2000) differentiates VPP from traditional product placement due to the manipulation that allows advertisers to virtually insert the brands of their choice in a particular movie or show, even after shooting it. Thus, it does not require re-shooting the entire scene to insert different brands, which eventually saves a lot of money as well.

It also must be noted the main concept of VPP is not about advertising, since the main purpose is not to directly increase the sales. Rather, it manipulates the audience’s unconsciousness by digitally inserting the product. The reason is that, if done properly, this method creates a naturalization effect towards the nature of the whole movie and the product itself, by making the impression that the product is a part of the movie. Therefore, depending on the case, the product will then be associated with either a persona (the actor/actress), or even the movie itself and a stronger brand image will be planted. Ultimately, VPP is about associating one brand with a certain celebrity, show or movie; “With product placement, there isn’t a literal message to buy the product. It’s rather an association with setting/celebrity that viewers find it appealing.”

Reardon, Miller, Vida & Kim as cited in McDonnell and Drennan (2010) suggested that VPP may be a method to evaluate the effect of single placement and its value, as well as a component integrated campaign for new products. However, it must be kept in mind to use VPP technology quite accordingly and appropriately and the product should be inserted in a way that it makes sense to viewers. As Hey (2000) puts it, “If advertisements are placed virtually, they must be placed in a way that makes sense to the plot and character world…If a product is placed in an ‘unnatural’ way… viewers will get offended and stop watching” (p. 114-115).

Virtual advertisements may not be elucidating traditional commercials from the mainstream media but they can still serve as a major source of revenue for the broadcasting industry. These advertising “Slots” can be sold by producers and studios on various mediums of the show. For instance, a company can sell advertising space for an original first-run series and offer different advertising space for subsequent releases. Consequently, those who buy a DVD of a movie may see a different virtual advertisement than to those who enjoy the same movie in theatre halls.

Related Work

Once the possibilities of revenue increase through the VPP flexibility became apparent, advertisers and researchers alike became interested in various marketing aspects of this new technology. As the existing literature suggests, with the evolution of virtual technology some problems that did not exist in the traditional product placement method are aroused, a certain legal and marketing regulations –unprepared for the technological innovations–remain unsettled. The current state of research on how to overcome the legal, marketing (Reichman and Moreland, 2006) and ethical aspects (Brown, Almond, 2007) that result from virtual technology is still on its infancy level. Still, the nature of the problems is presented clearly and precisely.

Reichman and Moreland (2006) indicate the legal issue of trespassing that arises when a network allows a company to place its virtual advertisement over a physical one. In this case, the stake holders are not only the companies that had paid to have their physical advertisement placed and they lose their money’s worth, but also the companies that own and sell the physical advertising space. An example of this case was a 2002 lawsuit filed by OTS Signs, owner and seller of billboard spaces, against Sony Corporation and others alleging deceptive trade practices & trespass and violation of federal and state unfair competition. The lawsuit alleged that Samsung advertisement was replaced by a billboard for USA Today and that a 45-foot high by 40-foot wide Samsung billboard was digitally erased and replaced it with a virtual advertisement promoting Cingular Wireless. This case was preceded to the second circuit which found that the case presented an uncertain and unsettled question of New York State law; whether a trespass is committed when a party’s physical contact with another party’s personal
property without physically damaging it diminishes the value of that property. This way, it is clear that there is a legal gap in the regulation of virtual advertising and consequently, VPP.

Another unsettled matter is the copyright infringement. As a general matter, copyright infringement occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed, or made in to a derivative work without the permission of the copyright owner. Reichman and Moreland (2006) observe that in cases of virtual advertising, the original content that is broadcasted (e.g. films, TV shows) is inevitably altered to screen new advertisements in it. If these products are substituted without the prior consent of the copyright owners, then there could be a viable copyright claim from them.

Traditional product placement has been used in television shows and films to the knowledge of consumers and actors alike (Almond, 2007). VPP, however, mostly takes places in the post production phase. As a result, viewers and actors may not be aware of its occurrence. Therefore, actors may find themselves endorsing a product in scenes where there was initially another firm or even no product at all. As a consequence, actors may claim that a firm’s use of VPP has violated their right of publicity. However, according to Almond, (2007) actors currently enjoy no moral rights protection in the United States, as the doctrine of Copyright Act states the copyright in an actor’s performance belongs to television studios and not actors themselves (Almond, 2007, 627).

Similarly, as television networks and the film industry adopt new advertising models, it is questionable whether VPP may affect the content of the scripts. Script writers and directors may tend to formulate their stories in a way that will enable them to use VPP easier and may reject program ideas that do not easily accommodate marketing. However, this may not be accepted by viewers and lead to opposite results; Gutnik, Huang, Lin and Schmidt (2007) refer to the example of the film Fantastic Four that caused ad resentment from movie reviewers for blatant product placement. The criticism was that superficial product placement detracted viewers from the film plot.

Finally, another controversial aspect is the ethical question of whether VPP is deceptive effort or not as it takes advantage of the viewers’ belief that a broadcast reflects the reality being shot—with the exception of the cases of special effects—but with the use of VPP the image is changed not for the scenario purposes but for commercial ones (Horovitz, 2000 as cited by Brown).

One possible reason behind the various aspects of VPP that need to be regulated is the different conceptualization of the technique by the different parts of the media industry. The limited existing literature on the legal and marketing legitimization of VPP simply refers to the challenges but without suggestions on possible solutions. This paper tries to answer a series of questions related to these aspects:

Q1: How can a Virtual Product Placement occur in a movie or television show without trespassing physical advertisements or copyright infringement?

Q2: How can a Virtual Product Placement in a movie or television show occur without raising claims of false endorsement from the actors ‘side?

Q3: How can a Virtual Product Placement in a movie of television show occur without infiltrating the show’s script or raise ambiguity in the viewers about whether they are being deceived by the image of the product?

A case study of a successful but rather particular connection of a brand with a film will be presented and analyzed with respect to the research questions.

CASE STUDY; STAR TREK: INTO THE DARKNESS

This case is focused on how the Star Trek: Into the Darkness and its image is strongly associated with NASA and their vision. This will scrutinize how the relationship affects the general implications of VPP in the movie, and analyze it further.

The Misleading Conceptualization of VPP

Several loopholes of VPP conceptualization have been discussed theoretically, and now other misconceptions will be followed such as the implications during the implementation. In connection with the theoretical concept towards the case study proposed, there are some aspects that need to be highlighted.

First of all, it is essential to recall the definition of the basic concept of VPP, which is associating the product with certain persona/celebrities, movies or others (Hey, 2000). It is therefore, also important to note that this is basically the general concept between Star Trek cinema movies and NASA. This definition eventually explains that the general understanding regarding VPP is actually misleading, since VPP is merely simplified as a distinctive form of advertising. Though, on certain
dimension, VPP could be regarded as a part of strategic marketing, thus a unique way of advertising a product by digitally inserting a product into a movie or TV show after the production process is done (McDonnell, Drennan, 2010). Secondly, Star Trek: into The Darkness is therefore considerably a fruitful example to be examined in a simple case study, since it contains answers to the aspects discussed previously, despite the differences in implications that we will examine further.

Star Trek and NASA Relationship

Since 1976, the mutual relationship between the spaceship travel that has been highly enhanced in the movie and NASA’s future vision has been built slowly but firmly. That year, the relationship is clearly reflected from NASA’s promotion that involved the whole Star Trek cast, including the infamous Leonard Nimoy. NASA’s first space shuttle, the Enterprise, was also claimed to be named after the fictional starship on Star Trek, in response to a fans’ campaign. The shuttlecraft, which originally was named Galileo, was claimed as the core of the space program. Galileo itself was a full-size prop spaceship which was used for filming the original Star Trek series aired in 1966. The spaceship itself is being displayed at NASA’s visitor center, Johnson Space. This is a living proof of both parties’ mutualism. Nevertheless, it is then crucial to question the reason behind the relationship. The reason is simple, both Star Trek and NASA share the same vision. They both carry the vision of humankind, both executed in space. Therefore, it would be very arguable to state that this is the main factor of the strong association, especially later on in the last Star Trek movie aired in 2013.

Although associating NASA to a movie/TV episode could be risky since NASA represents a very strong scientific background, whereas contrariwise Star Trek is indeed a science fiction. However, the results were rather surprising. NASA has run several scientific researches to answer publicly on their official website, with detailed explanation of each sci-fi technology that exists in Star Trek right from the communicator, the ship’s computer-antimatter, engines, androids, tricorders, and artificial gravity to the warp interstellar drive. Contrariwise, they also note some scientific errors in the movie, but they note it as a “writer novelty” since none of the writers was equipped with scientific background. Therefore, NASA’s scientific credibility that was lent to the movie rather enhanced its status among the movie’s viewers and fans, even those would not have relevant background. One could notice that this point answers the problem of whether firms may affect the content of the movie script. The answer is simply that in this case NASA involvement rather enhances the credibility of the script than lead it to a negative direction.

David Allan Batchelor from the NASA Goddard Space Flight Center stated that Star Trek is an entertaining formulation of real science and imagery science with novelty. The real science itself is a form of effort of faithfulness to humanity’s greatest achievement. The movie itself is crafted with such respect of real science and intelligent writing, which is why it is the only science fiction that many scientists watch regularly. Batchelor’s statement made it clear that the long-term relationship between Star Trek and NASA has grown as a dream vision of both, in this case, especially for NASA. One of the clearest examples how this formulation continues through the ages is in the screenplay of Star Trek: Into the Darkness.

Correlating is the keyword in the whole concept. First of all, since the relationship had already been created decades ago, the correlation most likely would be much easier to fabricate and sustain, even though the NASA logo is not displayed in the movie. Naturally, a NASA logo would not serve the purpose of the movie scenario. Yet, because of the well-known establishment between the two brand names, it is clear to viewers that the equipment models have the NASA origin. Therefore, the problem of false endorsement is also answered since actors and viewers alike are aware of the brand name behind the film, even though, paradoxically, it is absent from the script and pictures. Moreover, the fact that the NASA logo is nowhere to be seen automatically solves any legal allegations of trespassing of physical advertisements.

Secondly, in US cinemas, The Aerospace Industries Association (AIA) screened a 30-second trailer about their future vision regarding space travel. This trailer was a cut from a three-minute video that had been released by NASA earlier in 2012. The purpose was to enhance further the association of NASA and the space travel, a crucial part of the movie. They described it as “the mission for humanity”. Since this trailer was an integral part of the movie screening, even though not included in the scenario and because only the US audience was targeted, it is logical to assume that this act was a continuation of the brand association between NASA and Star Trek films. In addition, since this there was no unauthorized altering of copyrighted work in this trailer, there was no copyright infringement to begin with.

Directly afterwards, the movie was played, displaying the sci-fi technology and the warp effect which is also described as one of “the future dream” of NASA. Currently NASA stated that according to their research, the warp stellar effect is not possible to be manifested under the current knowledge of law physics, but they are still “proposing the dream” by undertaking the research further. So basically, in one dimension, it is rather a reversed VPP, since the idea of the product itself exists, even though is still under research. Furthermore, it also exists in the movie, and most importantly, it is indeed created digitally. Once again, it is just about a very strong correlation effect.
Limitations

To begin with, normally the purpose of VPP is to associate a commercial brand name with certain media content, which is not quite the case with NASA; its mission directorates deal with astronautics research, human exploration and operations, science and space technology. So, the purpose of VPP in this context is not quite commercial, rather than to gain public interest. Movie fans endorse NASA through the interest generated via Star Trek films. Any other commercial brand would probably find it hard to place (traditionally or virtually) its product without its logo in a movie and still manage to have the same positive recognition and publicity results.

Moreover, the correlation between the two brand names has existed throughout decades through a long-term cooperation, stemming from the shared principles among the parties involved. The VPP was just an example of how this relationship was evolved during the years, using contemporary technological innovations. Modern marketing and advertisement, however, do not necessarily aim for establishing a long-term correlation between a brand and certain media (one of the few exceptions may be the James Bond films and Aston Martin or Martini). The important thing is that partially the success of this correlation lies in its stability through time.

Conclusion

While being integrated into movie, since VPP changed the nature of the product itself, it is getting harder to define VPP in many contexts. By being inserted in a movie, VPP then is not just about associating a product anymore. It then involves the persona, the movie, and the product itself. The nature of the whole complexity, therefore, tends to be very delicate and very contextual. In some cases, the outcome could turn to the extent that VPP itself is even hard to define. The movie Star Trek: Into the Darkness is a very good case that explains the complexity. For instance, the movie will perhaps be played off-screen, such as DVD release or TV broadcast after a certain time span, there is a specific effect that only occur during on-screen play in cinema. The crucial reason is the high possibility that certain virtual advertisement or even its complementary will only be included while being played in the cinema. This means, it will not be reached by the off-screen audiences.

Drawing back to the theoretical concept, the movie itself is a CGI (Computer Generated Imagery) technology product, which actually cause a slower editing process due to the complexity, which combined live action footage with computer generated image. Thus, in a matter of fact it also became less critical and harder to identify it as a separate part of the production (Creeber & Martin, 2009). So in the case of technology turn, VPP is not the only one in this case. Once again, in case of science fiction movie and the use of CGI are inseparable. One could imagine the probability of creating current sci-fi movie without CGI is low. Thus, in order to scrutinize the existence of VPP in a movie with CGI, one should not skip the fact and effect of the CGI itself before driving further.

In the case of VPP in Star Trek: Into the Darkness, however the case is rather an exception. As discussed earlier, several problems occur as an implication of VPP. Contrariwise, the relationship between Star Trek and NASA shuts down the cases, despite the further implication by causing confusion of the term “post-production”. By having a long term correlation, the brand image of NASA is firmly planted in the image of Star Trek, no matter which episode or series it is. Therefore, NASA doesn’t even need to put any of their logo in the movie, thus despite of the reverse product placement being conducted, even with the complementary 30 seconds ad, the nature of the movie itself remains as it is. Same reason applies to other cases: trespassing, copyright infringement, false endorsement, and movie script.

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Social Enterprise Resource Planning and Organizational Effectiveness at Local News Agency

Taha Shabbir17, Dr. Mujeeb U Rehman Abro18, Mohsin Khan19

Abstract

An Enterprise Resource Planning (ERP) system is a magical key that an organization can use to assimilate its occupational purposes. ERP has emerged as the best optional supporting tool for the different organizations to incorporate their business tasks. The purpose of the study is to examine the effect of effective implementation of ERP system on the organizational effectiveness in operations in local news agency. This study, quantitative in nature, was conducted by adopting deductive approach by developing hypotheses and using questionnaire survey method. A cross-sectional approach for gathering responses was used. The responses gathered were processed through Statistical Package for Social Sciences.

Different aspects of ERP, selected for the study, were having positive impact on the organizational effectiveness. The results revealed that integration of ERP, configuration of ERP, adoption of ERP and user training of ERP systems has positive impact on achieving the organizational effectiveness in the case of a world renowned news agency. The study stands important for the IT managers in media industry to understand true picture of ERP effectiveness and the impact to which employees perceive it useful for their growth and motivation. The study provides an insight to implement the ERP systems by taking into consideration the selected aspects of ERP system for ensuring organizational effectiveness. The study highlights the importance of ERP implementation in the news agency’s effectiveness by conducting an empirical investigation. Using Theory of Planned Behavior in the current investigation and making a relevance to the study is another contribution of the study.

Keywords: Enterprise resource planning, organization, effectiveness, integration, configuration, adoption, training.

Introduction

The role of effective application of enterprise resource planning (ERP) systems in attaining the effectiveness of the organizations cannot be ignored. ERP basically is the abbreviation of Enterprise Resource Planning. ERP application has incredible interest in the corporate sector for the era of 1995-2000 and still is in demand. Significant investment strategies (often dealing into the large numbers of dollars) are made in components, application, as well as in training to facilitate ERP applications. The ERP industry is approximated to be in range of 80 Billion dollars USD in 2000 (Davenport, 1998). In the Fortune 500 companies, important advantages are linked with the successful execution of ERP - in shape of quicker stock revenues, high capacity usage, quicker a chance to industry and overall productivity. Many experts believe that today’s international business atmosphere - products as well as services better fits the individual needs of large numbers of customers, provided over numerous timeframes on a twenty-four-seven basis – this would be impossible without such enterprise application. ERP surely symbolizes a very complex and challenging function in the business atmosphere. In this ever changing environment the organizations have to upgrade themselves by developing their competitive edge and reducing their costs of operations (Hwang, 2011).

ERP is basically an industrial term which is used for the wide range of activities using a multi module application that facilitates the manufacturers or any other business to manage all the business activities like tracking orders, customer service provision, maintaining inventories, product planning, purchasing of parts and interacting with suppliers (Austin & Nolan, 1999; Chughtai&Zafar, 2006; Hwang, 2011).

The main focus of ERP was on integrating its internal business functions. However, serious steps are planning to take in order to create a link with the ERP system of organization to the suppliers’ and buyers’ ERP systems. Moreover, its implications require a lot of time and financial resources. In the latest ERP there exists the whole range of the business activities. However, ERP is a system of managing business which integrates each and every activity of the business like planning, manufacturing...
as well as marketing. ERP system is benefiting more than 20000 firms that are willingly spending billions of US dollars (Yen et al., 2001).

ERP implementations are essential agents to modify the organization and such modification needs efficient control methods, over the personal features and technical skills. ERP advantage can be found in getting company performance better as this involves efforts to update procedure. This procedure modification involves threat and the organization’s alignment in response to the threat in terms of adopting or failing the interventions may be a critical and it varies in an ERP execution. Additionally, the adopting of a huge unfamiliar program changing native systems is an important switching to the organizational methods and the feeling of possession. Additionally, the update of the existing ERP set up to a later set up is an important modification experience for the organization. Moreover, the ERP advantages have not been gained in the initial version and the update areas the same the process of modifying company procedures, company procedure update and optimization, and changing the structure of the company to an activity alignment, or to enhance the work flow. So ERP applications as well as in ERP improvements, it is observed that the problems with organizational lifestyle with regards to threat alignment and customer participation are key ERP execution factors. Leadership methods within the modification control applications are essential in conquering hurdles, but control alone may not get over other social factors preventing the adopting and misuse of ERP. A research program is recommended to identify organizational limitations to the execution of ERP that starts up with a assessment of organizational lifestyle, control and threat alignment (Hwang, 2011; Loi, Ngo & Foley, 2006).

The highly competitive business environment is a great threat for global company activities. It is necessary for the companies to fix themselves up in the highly changing business conditions for their survival in such unpredictable hypercompetitive markets.

An ERP method utilizes many different forms of information and saves the accumulated information in one database. That is why it is supposed to be an essential element in an infrastructure of the organization. Adoption and implementation of ERP system in the organizations benefits an organization in several manners include; time saving, resource saving, efficient working etc. (Seo, 2013; Sprecher, 1999).

The association between ERP and organizational effectiveness is discussed in diverse angles, such as some scholars have assessed this association as an indirect association few have presented as a direct relationship. In the context of present study, an effort shall be made to determine the relationship that exists between ERP and organizational effectiveness. The main aim shall be to identify the extent to which implementing ERP system helps in achieving organizational effectiveness. Prior to this, no similar study on this industry is searched out, although many scholars have undertaken similar studies on other industries (Alkhaffaf&Aldalahmeh, 2016; Anaya & Olsen, 2014).

**Literature Review**

**Enterprise Resource Planning and organizational effectiveness**

Enterprise Resource Planning (ERP) remained an ever green area for the organizations having quench for improvement in their structures is analyzed in context of organizational fit by Yvonne van et al. (2000). Moreover, ERP is studied with Organizational Culture, Leadership and User Empowerment by Glenn et al., (2000). Chian-Son Yu, (2005) also studied ERP and its post implications on the effectiveness of the organizations. This study will analyzed all the variables integration of ERP, configuration of ERP, adoption of ERP and user training of ERP at the same time in the news agency.

On one side ERP having multiple advantages is reported but at the same time the organization experience heavy financial burdens to effectively implements resource planning systems for better outcomes, it is noted that in order to integrate system firms spend almost 40% of their IT budget (Puschmann& Alt, 2001).

Maditinos, Chatzoudes, &Tsairidis (2011) looked at the factors that call for implementation of ERP systems in the organization and found that the aim to achieve cost effectiveness and achieving efficiency in the resources are the main factors demanding ERP. This is because the managers working for the organizations face difficulties and demand such systems that help them to get the efficiency in operations.

At the same time the researchers have reported that for effective implementation of such systems the support from the organization and other stakeholders are necessary components and it is mandatory to examine the factors that affect the implementation of ERP systems for efficiency.
While highlighting the importance of ERP systems it has been reported by Nawaz, Pulasinghe and Thelijjagoda (2015) the ERP systems have fruitful implications for the mobile offices working apart from their parent organization to make their operations fruitful. It is noted that by and large the ERP provides an edge to the organizations to get the best out of the usage of resources (Jinno, Abe & Izuka, 2017; Jirava, P., & Toseafa, 2017; Syaiful, & Gunawan, 2017). Dealing with the challenges prevailing inside and outside the organization can be supported by using ERP systems (Venkatraman & Fahd, 2016). The ERP systems provide an opportunity to save the organizational data using cloud ERP (Peng & Gala, 2014).

Since the set up ERP program is not a finishing but instead is consistently working and enhancing over time and across the organization in a complicated exercise, the statistic efficiency cannot be made simple and identified from one aspect only. Moreover, the fast developments in IT and IS means that limited traditional analytic equipment designed for details systems within a IS atmosphere may be unsuitable for modern web-based ERP in an internet perspective. By examining questioned cases, talking about with ERP experts, and learning from the literary works, this work actions ERP program efficiency depending on reality of customer pre-implementation objectives (Mirchandani & Motwani, 2001; Soliman et al., 2001), efficiency in enhancing organization competition (Mirchandani & Motwani, 2001; Umble & Umble, 2002; Al-Mashari et al., 2003), information precision (Umble & Umble, 2002; Xu et al., 2002), program balance (Soliman et al., 2001), and functionality (Soliman et al., 2001; Mirchandani & Motwani, 2001).

**Theory of Planned Behavior and the current research**

The Theory of Planned behavior (TpB), developed by Icek Ajzen, creates a linkage between behaviors and beliefs (Ajzen & Fishbein, 1980). This theory is the explanation of human behaviors. This is based on the prior research related to reasoned actions, commonly known as the theory of reasoned actions (TRA). The theory of planned behavior forecasts purposeful actions, because actions can be deliberative and organized. Putting simply the beliefs of a human being leads to development of intentions and these intentions adoption of some particular behaviour.

The beliefs of the managers to have benefits out of implementing ERP systems help them to develop their intentions regarding implementing ERP systems and then later on they develop a tendency of using the ERP systems in such a manner that leads to obtaining the best outcomes for their organizations.

Keeping in view the literature reviewed the following model for examination is developed;

![Model of Implementation of ERP and Organizational Effectiveness](image)

**Hypotheses Developed**

**H1:** There is a significant relationship between integration of ERP and organizational effectiveness.

**H2:** There is a significant relationship between configuration of ERP and organizational effectiveness.

**H3:** There is a significant relationship between adaption of ERP and organizational effectiveness.

**H4:** There is a significant relationship between user training of ERP and organizational effectiveness.
Methods

Research design, Population and sampling

The research study is based on quantitative, cross-sectional and primary data for the benefits it provides for statistical analysis (Kumar, 2005). All the respondents who took part in the survey were working at the middle level of management in the news agency; name of the news agency is intentionally not mentioned to maintain the unanimity. Further the researcher ensured that the respondents must have at-least graduation degrees so that they must understand the importance of research and provide the genuine responses. The sampling technique used for the study was simple random sampling keeping in view the number of respondents working at middle level of management. 223 responses were included for data analysis.

Instrumentation

The sources of measures of the constructs are presented below:

Integration of ERP

At the initial stages when the ERP is introduced in the company it is called as the integration of the ERP system. With the passage of time it is becoming an obligation to manage the information so researchers are focusing on integrating data and all the business processes. However, to integrate different functionalities of system the term system integration is used. Agility and flexibility can be obtained by the integration of the enterprise. For the current study the measures were adopted from Hwang (2011) and were assessed on five points Likert scale from 1 to 5 (Saunders, Saunders, Lewis, & Thornhill, 2011).

Configuration of ERP

Within Details Techniques Research, there remained a long custom of execution research which desired to contemplate the execution procedure, recognize the factors, which heads to execution failing or success and then provide prescriptive, normative or illustrative strategies which experts can use to resolve execution issues. Lucas (1981) described execution as is essential presenting a program into a company, from perception of an idea, to analysis, design, installation and operation. Execution described by Davis and Olson (1985), as preparing a company to receive a data program for its effective use. The measures to assess this construct were adopted from Sedehi (2015) on the basis of five points Likert scale from 1 to 5.

Adoption of ERP

Organizations require using the management systems that help them conserve and save resources. Business sources planning (ERP) techniques allow smooth incorporation of details moves (Davenport, 1998) and organization procedures (Mabert et al., 2001) across efficient areas within an organization. They support details discussing along an organization value sequence and help to achieve working efficiency. ERP offers a work-flow engine to produce computerized workflows according to organization guidelines and acceptance matrices so that details and records can be directed to efficient users for deal managing, and to supervisors and administrators for review and acceptance. The measures for assessing adoption of resources were adopted form Hwang (2011) and were gauged on the five points Likert scale from 1 to 5.

User training of ERP

One of the main purposes of ERP is to enhance operating efficiency by improving business processes and decreasing costs (Beheshti, 2006). This can be ensured via integrating and configuring correctly the ERP. ERP allows different departments with diverse needs to communicate with each other by sharing the same information in a single system. ERP thus increases cooperation and interaction between all business units in an organization on this basis (Harrison, 2004). Effective use of the systems is based on the skills possessed by the user and at times the deficiency of skills result in negative outcomes. To avoid negative outcomes the users have to be provided with essential knowledge, and skills (Seo, 2013). The measures for this construct are obtained from Sedehi (2015) based on five points Likert scale from 1 to 5, representing strongly disagree to strongly agree respectively.

Organizational effectiveness

The organizational effectiveness is examined by using a questionnaire adopted form Ambroz’ and Praprotnik (2008). The organizational effectiveness is the degree with which the organization has the potential to meet the set objectives. Basically it is related to the growth of the organization and few experts have related the organizational effectiveness with the customer satisfaction. Same pattern of using five points Likert types scale was used to assess responses of the respondents.
Procedure adopted

The researcher has mentioned earlier that the non-probability sampling technique is used for the study and by virtue of using snow-ball sampling the researcher contacted the relevant respondents using references to reach to the right people. The questionnaires were sent to the person known to the researcher and then he took the responsibility to collect responses for the researcher.

The person who was known to the researcher as well as he had access to the respondents distributed and collected questionnaires personally but by doing so very few responses were managed. Further the agent (a person that was collecting responses directly from the respondents) managed to get the information about the available respondents shared the questionnaire on the official web portal. This helped in getting many responses that made a way for data analysis for the current study.

For inferring meaningful results the statistical test used include Pearson’s correlation to establish a linkage between the independent and dependent variables. Further to examine the effect of independent variables upon the dependent variable, that is organizational effectiveness, the regression analysis is helpful.

Results

Basic information about the respondents

The table presented below shows the basic information of the respondents and the measures used for the current examination;

Table 1

<table>
<thead>
<tr>
<th>Variables</th>
<th>Items</th>
<th>Source</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of ERP (IERP)</td>
<td>04</td>
<td>(Hwang, 2011; Sedehi, 2015)</td>
<td>0.913</td>
</tr>
<tr>
<td>Configuration of ERP (CERP)</td>
<td>03</td>
<td>(Hwang, 2011; Sedehi, 2015)</td>
<td>0.880</td>
</tr>
<tr>
<td>Adoption of ERP (AERP)</td>
<td>04</td>
<td>(Hwang, 2011; Sedehi, 2015)</td>
<td>0.936</td>
</tr>
<tr>
<td>User Training of ERP (TERP)</td>
<td>04</td>
<td>(Hwang, 2011; Sedehi, 2015)</td>
<td>0.911</td>
</tr>
<tr>
<td>Organizational effectiveness (OREF)</td>
<td>26</td>
<td>(Ambrox &amp;Praprotnik, 2008)</td>
<td>0.942</td>
</tr>
</tbody>
</table>

The required reliability of the scale is 0.7, considered as adequate. The above mentioned scale have the required level of reliability and are used for the study.

Correlation of the variables

Table 2

<table>
<thead>
<tr>
<th>Variables</th>
<th>Correlation results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Integration of ERP (IERP)</td>
<td>1</td>
</tr>
<tr>
<td>2. Configuration of ERP (CERP)</td>
<td>.814</td>
</tr>
<tr>
<td>3. Adoption of ERP (AERP)</td>
<td>.866</td>
</tr>
<tr>
<td>4. User Training of ERP (TERP)</td>
<td>.832</td>
</tr>
<tr>
<td>5. Organizational effectiveness (OREF)</td>
<td>.852</td>
</tr>
</tbody>
</table>

**. All values of Correlation are significant at the 0.01 level (2-tailed).
The results presented above are confirming the positive linkage between the variables selected for the study. Integration of ERP ($r = .852, p = 0.000$), configuration of ERP ($r = .857, p = 0.000$), adoption of ERP ($r = .857, p = 0.000$), and user training related to ERP ($r = .848, p = 0.000$) have strong positive and significant relationship with the organizational effectiveness of a news agency.

**Regression Analysis**

The regression analysis is conducted to examine the impact of integration of ERP, configuration of ERP, adoption of ERP, and training of ERP on the organizational effectiveness in a news agency. The results are presented in the tables provided below;

**Table 3**

<table>
<thead>
<tr>
<th>Model</th>
<th>$R^2$</th>
<th>$F$-Statistic</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Org. Effectiveness (DV)</td>
<td>.821</td>
<td>258.616</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The dependency of the dependent variable upon the independent variables is examined using multiple regression. The value of $R^2$, the coefficient of determination, shows that there is 82.1 percent change in the dependent variable due the combine effect of all the independent variables, that are, the ERP implementation stages. Moreover, the value of $F$-statistic shows the model fitness for the variables selected.

**Table 4**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>$t$</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.861</td>
<td>.089</td>
<td>9.619</td>
</tr>
<tr>
<td>IERP</td>
<td>.160</td>
<td>.045</td>
<td>.231</td>
<td>3.562</td>
</tr>
<tr>
<td>CERP</td>
<td>.124</td>
<td>.040</td>
<td>.180</td>
<td>3.101</td>
</tr>
<tr>
<td>AERP</td>
<td>.152</td>
<td>.045</td>
<td>.236</td>
<td>3.365</td>
</tr>
<tr>
<td>TERP</td>
<td>.230</td>
<td>.039</td>
<td>.325</td>
<td>5.821</td>
</tr>
</tbody>
</table>

The table presented above suggests that the beta values for the selected independent variables, that are, integration of ERP ($\beta = 0.160, p = 0.000$), configuration of ERP ($\beta = 0.124, p = 0.000$), adoption of ERP ($\beta = 0.152, p = 0.000$) and training provided to users of ERP ($\beta = 0.230, p = 0.000$) have positive and significant. It means that all the variables selected for the study to examine the effect on the organizational effectiveness are correct and these do have effect in determining the effectiveness of the news agency selected. Further it is noted that out of the independent variables selected for the examination user training regarding ERP systems have the strongest weightage in predicting organizational effectiveness.

**Discussion and Conclusion**

The current examination undertook ERP implementation related factors ensuring organizational effectiveness and the internal system selected for the current study was the ERP and its effective implementation. The more aspects of the ERP system are utilized by the organizations the better they tend to produce.

For embracing success the organizations have to adopt and sustain effectively the internal and external environmental factors. The present research presented a model by examining the implementation of ERP on the organizational effectiveness at a
well renowned news agency and it is confirmed that all the aspects of ERP implementation has positive effect on the effective operations of the organization selected.

The employees, as major internal stakeholders, are the focus of the research as it is well known that the employees are source to make successful operations of the organization. Moreover, it is recorded earlier that the happy worker is a productive worker. So it becomes necessary for the organization to manage its employees well in all aspects. Effective implementation of the ERP systems ensure enhancement in the organizational capabilities. This also helps in enhancing customer value through employees.

The findings put an emphasis on the organizations to have an optimal fit between the ERP features and the achievement of organizational goals. This will indirectly have an effect on the external stakeholders, especially the customers. Therefore, the critical look is required to examine the dimensions of ERP implementation and organizational effectiveness (Wu, & Wang, 2006), that this study has made.

The current research is said to be the first study, after reviewing the relevant literature, in highlighting this issue and investigating it in the context of the selected organization. All the service providing organizations may adopt this model for examining the linkage between the ERP and the effectiveness, thus achieved.

It is noted by the researchers that the change in the organizational structure and the nature of the businesses may influence the outcomes that the organization achieves out of implementation of ERP (Jean et al, 2008).

In the latest ERP there exists the whole range of the business activities. However, ERP is a system of managing business which integrates each and every activity of the business like planning, manufacturing as well as marketing (Yen et al., 2001).

In the ever changing environment the organizations have to upgrade themselves by developing their competitive edge and reducing their costs of operations (Hwang, 2011). Simply, the literary works has recognized the potential benefits of ERP program execution (Al-Mashari et al., 2003; King, 2005; Amoako-Gyampah, 2007; Umble et al., 2003) and the current study highlighted few important aspects of implementing ERP systems successfully for positive organizational outcomes.

Theory of planned behavior by Ajzen also supports the findings of the current study. As it states that behaviors are developed on the basis of attitudes. To use and effectively implement the ERP systems the organizations have to train the employees to enhance the effective usage and implementation that ultimate counts towards organizational effectiveness.

In simple words it is concluded that in the competitive world there is need to develop, maintain and get benefits of such systems that help in maximizing the potential. Enterprise resource planning system is one amongst those. To sustain the competitiveness the organizations are bound to use such systems. Moreover the key to success is effect usage of the ERP system (Sedehi, 2015). The study examined the effect of enterprise resource planning implementation on the effectiveness of the organization.

In the present study the researcher has considered examination of ERP implementation effecting organizational effectiveness that several researchers have recommended (Al-Mashari et al., 2003; Finney & Corbett, 2007; Ambroz & Praprotnik, 2008; Hwang, 2011; Sedehi, 2015).

**Implications, limitations and future directions**

The current investigation provides grounds, to all organizations, for examining the linkage of implementation of ERP and its outcomes, especially the organizational effectiveness. The findings of the current examination are directly contributing in the earlier theories developed such as the resource based view of the firm theory and the dynamic capabilities theory.

Moreover the study helps the researchers to categories the factors that have more effect on the organizational effectiveness. In the current case the collectively, the aspects considered regarding ERP have 82.1 percent effect on the organizational effectiveness. While looking at the independent variables separately, the employees training regarding ERP implementation has a strongest effect on achieving organizational effectiveness besides all other variables selected for examining the model.

Looking at the limitations concerning this study, the present study used a questionnaire and the nature of the questionnaire was self-reported. The researcher requested the respondents to fill in the questionnaire as per their understanding of the statements written in it. The measures used in the questionnaire were subjective in nature. It may lead to the social desirability bias.

Only one way of data collection was used from the respondents that are again the questionnaire where the respondents were free to provide the response based on the understanding. Usage of one method may lead to common method bias. It is recommended to cover up this discrepancy by using multiple methods for data gathering. This may include considering...
interviews as an initial step to get to the respondents and based on the information gathered the questionnaire may be got filled as a confirmation tool.

In this study, the researcher, considered few independent variables for the examination the researcher further recommends the inclusion of few more relevant variables in the context. Moreover the other researchers may also include examination of mediator and moderator factors.

Based on the usage of the non-probability sampling technique the results of the current study cannot be generalized to the whole population and are restricted to the sample considered for the study. It is recommended that the usage of probability sampling techniques may help researchers to get the results generalized to the wider population.

References


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